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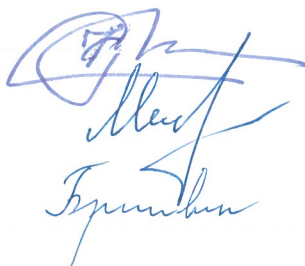
ВЛИЯНИЕ ХАРАКТЕРИСТИК СОЦИОКУЛЬТУРНЫХ ГРУПП НА ФОРМИРОВАНИЕ SMM-МОДЕЛИ ФИРМЫ

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РЕФЕРАТ

Развитие технологий, появление новых способов передачи информации, динамизм глобальных экономических процессов приводят к необходимости пересмотра существующих инструментов, способов и методов выстраивания коммуникации компании с целевой аудиторией.

Актуальность выбранной темы обосновывается развитием социальных медиа, которые являясь специфическим интерактивным средством массовой коммуникации, активно используются в качестве важного коммуникационного канала в обществе.

В России использование социальных сетей как для личных, так и для бизнес-целей очень развито. По данным социологического опроса Фонда «Общественное мнение» (ФОМ), на начало 2018 года суточная аудитория интернета (ответившие, что выходили в интернет в последние сутки) составила 63,8% взрослых россиян, недельная – 67%, месячная – 70%. Более того, у 90 % интернет-пользователей в России есть аккаунт хотя бы в одной социальной сети.

При выстраивании коммуникации компания старается максимально выгодно выстроить коммуникацию с потенциальными потребителями. Так, известное правило маркетинга «Производить то, что продается, а не продавать то, что производится» имеет отношение не только к самому процессу реализации товара или услуги, но также и к выстраиванию коммуникации с целевой аудиторией.

Используя маркетинговый подход, любую целевую аудиторию можно сегментировать по демографическим критериям, которые позволят донести главное рекламное сообщение до потенциального покупателя. Если же рассматривать коммуникацию фирмы с потребителем с точки зрения их социокультурных особенностей, можно достичь еще большего успеха. На данный момент существуют различные модели выстраивания коммуникации

через структурно-динамический профайлинг, теорию архетипов и другие.

Тем не менее, не было выявлено попыток объединить культурные, демографические и психологические характеристики воедино для формирования SMM-модели.

Объектом данного исследования является SMM-модель фирмы.

Предметом исследования являются коммуникации фирмы с социокультурными группами через маркетинг в социальных медиа.

Объект и предмет исследования обозначили цель работы – развитие теоретико-методологических положений, определяющих модель коммуникации фирмы в маркетинге социальных медиа в зависимости от характеристик социокультурных групп. Цель обусловила выполнение ряда задач:

1. изучить и проанализировать основные подходы, связанные с формированием коммуникационной модели;
2. определить основные элементы модели коммуникации фирмы с социокультурными группами с помощью маркетинга в социальных сетях;
3. выявить путем проведения эмпирического исследования через экспертное интервью взаимозависимость элементов SMM-модели;
4. выявить путем проведения кейс-стади влияние характеристик социокультурных групп на формирование SMM-модели;
5. разработать SMM-модель в соответствии с влиянием характеристик социокультурных групп.

Теоретической базой формирования SMM-модели была использована классификация коммуникационных моделей И. В. Успенского, а также его интерпретация коммуникационной модели «многие ко многим».

Помимо этого, в данной работе использовалась теория поколений У. Штрауса и Н. Хоува – теория, в основе которой лежит понимание поколения группы людей, связанной тремя характеристиками: единой исторической эпохой, общими ценностями и схожим поведением.

В данной работе поколение рассматривалось как социокультурная группа, на основании того, что социокультурная группа определяется как совокупность людей, которые взаимодействуют друг с другом и разделяют чувство единства на основе общей этнической, предковой, региональной или поколенческой идентичности.

На основании анализа научной литературы были выделены основные элементы SMM-модели и характеристики социокультурных групп: культурные, психологические и демографические.

Исследование, представленное в работе, осуществляется посредством использования двух эмпирических методов: экспертного интервью и кейс-стади.

Экспертное интервью было выбрано как метод, через который возможно получить экспертное мнение профессионалов в маркетинге социальных медиа о взаимосвязи основных элементов SMM-модели. В интервью участвовали три эксперта из различных организаций: коммерческой компании, государственного учреждения и общественной организации.

На основании экспертного интервью была сформирована модель коммуникации в маркетинге социальных медиа.

В ходе интервью каждый эксперт подтвердил существование некой SMM-модели в организации, на основании которой протраивается коммуникация с целевой аудиторией. Были выявлены связи между основными элементами SMM-модели. Все эксперты подтвердили, что алгоритм построения коммуникации формируется из определения цели SMM-кампании и целевой аудитории.

Также важно отметить, что уже в интервью затрагивался вопрос о влиянии характеристик социокультурных групп на формирование SMM-модели, где все три эксперта подтвердили возможное влияние, но выделили разные элементы, которые исследовались посредством кейс-стади.

Метод кейс-стади был выбран в связи с тем, что в рамках исследования был необходим качественный метод, используемый для исследования случаев (событий) и выявления взаимосвязей. Также одной из особенностей кейс-стади является гибкость исследовательского подхода.

Условием отбора SMM-кампаний была их продолжительность в 30 дней, а также возможность в процессе анализа SMM-кампании разделить существующую целевую аудиторию на социокультурные группы.

Процедура проведения метода заключалась в исследовании сформированных брифов, анализе проведенных SMM-кампаний, замере реакции разных социокультурных групп при использовании одних и тех же инструментов, каналов, особенностей кодирования сообщения и других элементов SMM-модели.

В результате проведенного кейс-стади, в котором анализировалось 6 SMM-кампаний, было выявлено, что культурные, психологические и демографические характеристики социокультурных групп действительно могут повлиять на SMM-модель компании, а также на успешность выстроенной коммуникации.

Так, было подтверждено, что демографические характеристики социокультурных групп могут иметь определяющее значение при выборе канала SMM-модели и устройства, через которое выстраивается коммуникация.

Также благодаря проведенному исследованию было выявлено, что ценности социокультурных групп, заложенные в рекламное сообщение, положительно влияют на отклик нужной целевой аудиторией.

В процессе исследования были выделены некоторые инструменты, которые лучше воспринимались определенным поколением, в сравнении с другим. Например, поколение X лучше воспринимает баннерную рекламу, нежели нативную, тогда как поколение Y наоборот.

Была выявлена взаимосвязь между восприятием формата контента между поколениями, а также частично типа контента.

К сожалению, не было выявлено определенной закономерности между длиной сообщения и характеристиками социокультурных групп.

Так, в результате проведенного исследования была сформирована матрица SMM-модели, отражающая оптимальные элементы выстраивания коммуникации SMM-модели для каждой социокультурной группы (смотри табл. 1).

Таблица 1

Матрица влияния характеристик социокультурных групп на формирование SMM-модели

	Поколение беби бумеров, 55+	Поколение X		Поколение Y	
		45 – 54	35 – 44	25 – 34	18 – 25
Канал	Одноклассники	Твиттер, Фейсбук (М), Одноклассники (Ж)	Фейсбук Вконтакте Инстаграм Одноклассники	Вконтакте Инстаграм	
Устройство	Десктопное размещение	Десктопное/мобильное размещение		Мобильное размещение	
Инструменты с влиянием характеристик социокультурных групп	Баннерная реклама			Нативная реклама	
Другие инструмнты	В рамках исследования другие инструменты SMM не были определены как зависящие от характеристик социокультурных групп.				
Формат контента	Видео, инфографика, графическое изображение и текст	Графическое изображение и текст, видео		Эфемерный контент, видео, графическое изображение и текст	
Тип контента	Продающий контент Новостной	Новостной Продающие Образовательный		Коммуникационный Развлекательный Образовательный	

	контент		Промо
Сообщение, на котором должно основываться сообщение	Экспертность Здоровье и процветание Статусность Качество Командный дух	Эмоции Индивидуализм Прочные отношения Время Вознаграждение Право выбора	Экономия Равенство Свобода Гармония Общественное мнение Социализация Самовыражение Любовь к себе Устойчивое социально-экономическое и экологическое развитие Тенденции

В проектной части работы, была проведена SMM-кампания для подтверждения результатов исследования. Результаты исследования представлены ниже (смотри табл 2.).

Таблица 2

Данные по эффективности проведенной SMM-кампании

	Визиты	Уник. посет.	Отказы	Лайки (в среднем)	Шэры (в среднем)	Оценка поста (в среднем)	CTR (в среднем)
Нативная реклама							
Поколение Y VKontakte (мобильное размещение, 2 поста)	139	120	15%	89	8	8.1	1.3
Поколение Y Instagram (мобильное)	92	92	18%	95	-	-	0.9

размещение, 2 поста)							
Баннерная реклама							
Поколение X Facebook (Мобильное и десктопное размещение, 2 баннера)	131	103	13%	-	-	-	0.7
Поколение X VKontakte (Мобильное и десктопное размещение, 2 баннера)	252	209	11%	-	-	-	0.9
Поколение беби бумеров Odnoklassniki (десктопное размещение, 2 баннера)	76	54	19%	-	-	-	0.8

Таким образом, в результате проделанной работы были выполнены следующие задачи: в первую очередь, была изучена история формирования теорий, связанных с формированием коммуникационной модели фирмы в интернете. На базе выстроенного анализа были выделены основные элементы SMM-модели и определено их место в SMM-модели, а также были выделены характеристики социокультурных групп для анализа.

Далее было проведено эмпирическое исследование которое проводилось через экспертное интервью SMM-специалистов различных организаций, в соответствии с которым была определена взаимосвязь между основными элементами SMM-модели, а также построена SMM-модель.

По итогам кейс-стади была сформирована матрица SMM-модели, отражающая влияние характеристик социокультурных групп на формирование SMM-модели.

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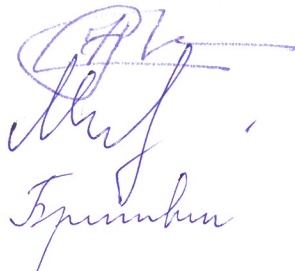
**THE IMPACT OF SOCIOCULTURAL GROUPS
CHARACTERISTICS ON FORMATION OF A SMM-MODEL OF
A COMPANY**

MASTER THESIS

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ABSTRACT

The development of technology, the emergence of new ways of conveying information, the dynamism of global economic processes lead to the need to revise existing tools and methods of building the company's communication with the target audience.

The relevance of the chosen topic is justified by the development of social media, as being a specific interactive medium of mass communication, actively used as an important communication channel in society.

In Russia using of social networks for both personal and business purposes is developing. According to the opinion poll of the Public Opinion Fund, at the beginning of 2018, the daily audience of the Internet (who answered that they had surfaced the Internet in the last 24 hours) accounted for 63.8% of adult Russians, 67% for the week, 70% for the month. Moreover, 90% of Internet users in Russia have an account at least in one social network.

When building communication, the company tries to build communication with potential consumers as profitable as it possible. So, the well-known rule of marketing «Producing of what can be sold, instead of selling of what can be produced» refers not only to the very process of selling a product or service, but also to building communication with the target audience.

Using a marketing approach, any target audience can be segmented according to demographic criteria, which will bring the main advertising message to the potential buyer. If we consider the communication of the company with the consumer in terms of their sociocultural characteristics, we can achieve even greater success. At the moment, there are various models for building communication through structured dynamic profiling, the theory of archetypes and others.

Nevertheless, no attempts were made to combine cultural, demographic and psychological characteristics together to form the SMM-model.

Thus, the object of this study is a company's SMM model.

The subject of the study is a company's communication with sociocultural groups through marketing in social media.

The object and the subject of the research marked the purpose of the work - the development of theoretical and methodological provisions that determine the model of company communication in the marketing of social media, depending on the characteristics of sociocultural groups. The goal led to the fulfillment of a number of tasks:

- 1) to study and analyze the main approaches connected with the formation of the communication model;
- 2) to identify the basic elements of the company's communication model with sociocultural groups through marketing in social networks;
- 3) to identify the interdependence of the elements of the SMM-model through expert interviews;
- 4) to identify the impact of the characteristics of sociocultural groups on the formation of the SMM-model by carrying out case studies;
- 5) to develop the SMM-model in accordance with the influence of the characteristics of sociocultural groups.

The theoretical basis for the formation of the SMM-model was the classification of I.V. Uspensky's communication models, as well as his interpretation of the «many-to-many» communication model.

In addition, in this work was used the theory of generations of W. Strauss and N. Howe – a theory based on understanding the generation as a group of people, connected by three characteristics: a single historical epoch, common values and similar behavior.

In this work, the generation was viewed as a sociocultural group – a set of people who interact with each other and share a sense of unity based on a common ethnic, ancestral, regional or generational identity.

Basing on the analysis of scientific literature, the main elements of the SMM-model and the characteristics of sociocultural groups were singled out: cultural, psychological and demographic.

The research presented in the work is carried out by using two empirical methods: expert interview and case study.

The expert interview was chosen as a method through which it is possible to obtain expert opinion of professionals in the marketing of social media on the relationship of the main elements of the SMM-model. Three experts from various organizations participated in the interview: a commercial company, a government organization and a public organization.

Based on the expert interview, a model of communication in the marketing of social media was formed.

During the interview, each expert confirmed the existence of an SMM-model in the organization, on the basis of which communication with the target audience was built. The connection between the main elements of the SMM-model was revealed. All experts confirmed that the communication construction algorithm is formed from the defining of the purpose of the SMM-campaign and the target audience.

It is also important to note that the question of the influence of the characteristics of sociocultural groups on the formation of the SMM-model was already discussed in the interview, where all three experts confirmed the possible impact, but identified different elements that were investigated through the case study.

The case study method was chosen in connection with the fact that the study needed a qualitative method used to investigate events and to identify relationship. Also, one of the features of the case study is the flexibility of the research approach.

The condition for selecting SMM-campaigns was their duration of 30 days, as well as the opportunity to divide the existing target audience into sociocultural groups during the analysis of the SMM-campaign.

The procedure for the method consisted of examining formed briefs, conducted SMM-campaigns' analysis, measuring the reaction of different sociocultural groups using the same tools, channels, message coding features, and other elements of the SMM-model.

As a result of the case study, where were analyzed 6 SMM-campaigns, it was revealed that the cultural, psychological and demographic characteristics of sociocultural groups can really effect the company's SMM-model, as well as the success of the upbuilt communication.

So, it was confirmed that the demographic characteristics of sociocultural groups can be of decisive importance when choosing the channel of the SMM-model and the device through which communication is built.

Also, thanks to the conducted research, it was revealed that the values of sociocultural groups embedded in the advertising message have a positive effect on the response desired by the target audience.

There were founded tools that were better perceived by a certain generation in comparison with another. For example, generation X takes banner advertising better than native advertising, whereas generation Y is vice versa.

The relationship between the perception of the format of content between generations, as well as the type of content in part, was revealed.

Unfortunately, there was no definite regularity between the length of the message and the characteristics of sociocultural groups.

Thus, as a result of the study, a matrix of the SMM-model was formed, reflecting the optimal elements of alignment of the SMM-model communication for each sociocultural group (see Table 1).

Table 1

Matrix of the influence of characteristics of sociocultural groups on the formation of the SMM-model

	Generation of baby	Generation X		Generation Y	
		45 – 54	35 – 44	25 – 34	25 – 18

	boomers				
Channel	Odnoklassniki	Twitter, Facebook (M), Odnoklassniki (W)	Facebook, VKontakte Instagram, Odnoklassniki	VKontakte, Instagram	VKontakte, Instagram
Platform	Desktop	Desktop/ Mobile		Mobile	
Tools with influence of characteristics of sociocultural groups	Banner advertising			Native advertising	
Other tools	In the framework of the study, other SMM-tools were not identified as dependent on the characteristics of sociocultural groups.				
Format of content	Video, infographic, graphic format with text	Graphic format with text Video		Ephemeral content, video format, graphic format with text	
Type of content	Selling News	News Selling Educational		Communicative Entertaining Educational Promo	
The message on which the message should be based	Expert estimates Health and prosperity Status Quality Team-spirit	Emotions Individualism Strong relationship Time Remuneration Right to choose		Economy Equality Freedom Harmony Public opinion Socialization Self-expression Self-love Sustainable socio-economic and environmental development Trends	

In the project part of the work an SMM-campaign was conducted to confirm the results of the study. The results of the study are presented below (see Table 2).

	Visits	Visitors	Rejection	Likes (on the average)	Share (on the average)	Ad post rating (on the average)	CTR (on the average)
Native advertising							
Generation Y VKontakte (mobile, 2 creatives)	139	120	15%	89	8	8.1	1.3
Generation Y Instagram (mobile, 2 creatives)	92	92	18%	95	-	The ads manager does not provide data	0,9
Banner advertising							
Generation X Facebook (mobile+desktop, 2 creatives)	131	103	13%	-	-	The ads manager does not provide data	0.7
Generation X VKontakte (mobile+desktop, 2 creatives)	252	209	11%	-	-	-	0.9
Generation of baby boomers Odnoklassniki (desktop, 2 creatives)	76	54	19%	-	-	The ads manager does not provide data	0.8

Thus, as a result of the work done, the following tasks were accomplished: first of all, the history of the formation of theories connected with the formation of the company's communication model on the Internet was studied. Basing on the analysis, the main elements of the SMM-model were identified and their place in the SMM-model was determined. The characteristics of the sociocultural groups were defined during analysis.

Further, an empirical study was conducted through expert interviews with SMM-specialists from various organizations, according to which the relationship between the main elements of the SMM-model was determined, and an SMM-model was constructed.

As a result a matrix of the SMM-model was formed, reflecting the influence of the characteristics of sociocultural groups on the formation of the SMM-model.

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INTRODUCTION

Achievements in the field of new technologies, on which the formation of the information society is based, have largely changed the nature of communication.

The relevance of the chosen topic is justified by the development of social media, which, being a specific interactive medium of mass communication, is already actively used as an important communication channel in the society.

The well-known marketing rule «Producing of what can be sold, instead of selling of what can be produced» is relevant not only to process of selling a product or service, but also to building communication with the target audience. So, for different sociocultural groups are needed different methods of promoting a product or service, as well as various methods of building communication.

Various classifications of communication models are widely represented in science. This topic is considered by foreign and Russian scientists: G. G. Pocheptsov, F. I. Sharkov, W. Schramm and D. McQuail, J. Gruing, T. Hunt and others. The latter two scientists are well known for the formulation of four communication models, two of which two-sided symmetrical and asymmetrical models formed the basis for the modern approach of building the company's communication with the audience. The works of I. V. Uspensky are devoted to the classification of models in Internet marketing.

The phenomenon of communication itself on the Internet was studied by B. M. Gasparov, E. I. Goroshko, A. V. Nazarchuk, I. I. Shabshin. The format and language of the presentation was studied by M. Ilyakhov and L. Sarycheva, M. Stelzner, E. Kissain. The strategy of the SMM-campaign was described by D. Khalilov.

It is known, that the mechanisms of communicative interaction with the target audience in the electronic environment have not been fully worked out, in

addition, there is no single methodological approach to understanding the nature and characteristics of social media.

The object of this study is the company's SMM-model.

The subject of the study is the company's communication with sociocultural groups through marketing in social media.

The objective is the development of theoretical and methodological provisions that determine the model of company's communication in the marketing of social media depending on the characteristics of sociocultural groups.

The goal led to the fulfillment of a number of tasks:

- 1) to study and analyze the main approaches connected with the formation of the communication model;
- 2) to identify the basic elements of the company's communication model with sociocultural groups through marketing in social networks;
- 3) to identify the interdependence of the elements of the SMM-model through expert interviews;
- 4) to identify the impact of the characteristics of sociocultural groups on the formation of the SMM-model by carrying out case studies;
- 5) to develop the SMM-model in accordance with the influence of the characteristics of sociocultural groups.

For development of the SMM-model was used Uspensky's classification of communication models and his interpretation of communication model in Internet «many-to-many». In addition, there was used the theory of generations of W. Strauss and N. Howe – a theory based on an understanding of the generation of a group of people associated with three characteristics: a single historical era, common values and behaviour .

As research methods the author had selected the following:

- 1) study of theories of communication models' formation that was conducted on the basis of universal methods of cognition, including analysis and generalization;

- 2) with the help of an expert interview, the specifics of the SMM-model in a public, state and commercial institution were revealed;
- 3) the case study method was used for a more detailed study of the relationship between the characteristics of sociocultural groups and the formation of the SMM-model.

The scientific novelty of this research is the formation of the author's SMM-model of the company that determines the basic elements of the company's communication with sociocultural groups through social media marketing and the relationship between these elements. Moreover, it shows the influence of the characteristics of sociocultural groups on the formation of elements of the SMM-model. This model is an initial stage in building communication with sociocultural groups, that takes into account their perception of social media.

The practical significance lies in the fact that the developed SMM-model of the company can be used in:

- 1) commercial structures interested in optimizing communication with a potential target audience;
- 2) scientific and educational organizations to improve existing and create new educational courses in the field of advertising and public relations, as well as for scientific research.

According to the results of the study three articles were published¹.

¹Margovenko A. A. Sociocultural groups as a determining factor of SMM-campaign // Strategies for the development of social communities, institutions and territories: materials of III international scientific-practical conf. Ekaterinburg, April 23-24, 2018: in 2 toms – Ekaterinburg: Publishing house Ural. University, 2018. T. 1. – P. 289 .;

Margovenko A. A. The analysis of SMM as a mean of product promotion. Russian and Spanish aspect // Strategies for the development of social communities, institutions and territories: materials of IV international scientific-practical conf. Ekaterinburg, April 21-22, 2017: in 2 toms – Ekaterinburg: Publishing house Ural. University: 2017. T. 1. – P. 320 .;

Margovenko A. A. The analysis of peculiarities of doing intercultural public relations with the example of «Brastemp» case study // International Conference on Advanced Research in

The thesis consists of an introduction, three chapters, a conclusion, a list of literature and 5 annexes.

In the introduction are defined the relevance of the research, the scientific justification, the object and the subject of the study, the objective and main goals of the study. The introduction reflects the scientific novelty as well as the theoretical and practical significance of the formulated model.

The first chapter is of a theoretical nature, it deals with the theory of the formation of a communication model from the middle of the 20th century. Also, the first chapter reflects the author's perception of the SMM-model as a communication model, as well as the importance of incorporating sociocultural groups as the target audience of the SMM-campaign. The conclusion of the first chapter defines the main elements of the SMM-model.

The second chapter is of a practical nature. In this chapter links between elements of the SMM-model are identified, as well as the influence of the characteristics of sociocultural groups on the elements of the constructed SMM-model. So, with the help of an expert interview the priority and interrelation between the elements of the SMM-model is determined. The second empirical method of the thesis is case study, which is used to analyse the influence of characteristics of sociocultural groups on formation of the model.

The third chapter is of a project nature. An SMM-campaign was carried out on three different sociocultural groups with the promotion of one product, taking into account the characteristics of these groups within the framework of this chapter.

In conclusion there are summarized results of the study and observations.

The list of references contains 61 sources.

Business, Economics, Law and Social Sciences, Madrid, Spain, November 15th, 2017.: – Madrid, Spain: Scientific public organization «Professional science», 2017.

Annexes contain a brief information on Internet activity of different sociocultural groups, questionnaire for conducting expert interviews, transcribing interviews.

CHAPTER 1. THEORETICAL FOUNDATIONS OF COMMUNICATION OF THE COMPANY WITH SOCIOCULTURAL GROUPS

1.1 The phenomenon of the communication model in terms of different approaches in Russia and abroad

The communication model, as a way to build interaction with the audience, was understood by Aristotle (4th century BC). As the basic elements of communication, he considered the logical linear chain «speaker-speech-audience¹».

In the 21st century, the vast possibilities of the Internet put modern companies in the rather difficult situation of effectively using them in commercial activities and require the adaptation of old models or development of new communication models.

Historically, the first model of mass communications is the model named after its author H. Lasswell, was published in 1948. The «Lasswell Formula» includes five elements: a communicator, a message, a means (a communication channel), a recipient, an effect. The model of H. Lasswell was recognized by many researchers of the communicative process as classical, albeit greatly simplified.

Nevertheless, in the model Lasswell paid much attention to the recipient, namely, the analysis of the audience (mass, specialized).

Further development of this model was obtained in the works of R. Braddock who added two new components – the goal with which communication takes place and the conditions under which the communicative act takes place.

In 1949, the Shannon-Weaver model was developed, in which communication is described as a linear one-way process. The model describes five functional and one dysfunctional (noise) elements.

¹ Аристотель. Риторика. Поэтика. М., 2000. С. 99.

The main disadvantage of this model is the lack of feedback and the impossibility of evaluating the success of communication (see Fig. 1).

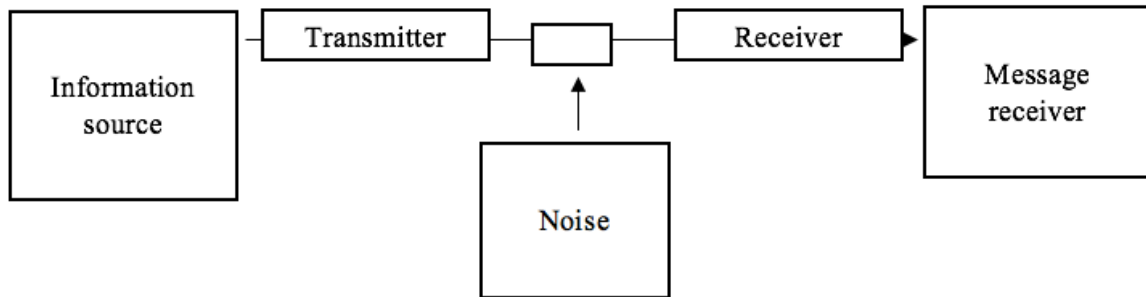


Fig.1. Linear Shannon-Weaver model

Following the example of this model of communication, a linear model of media interaction with the target audience is formulated.

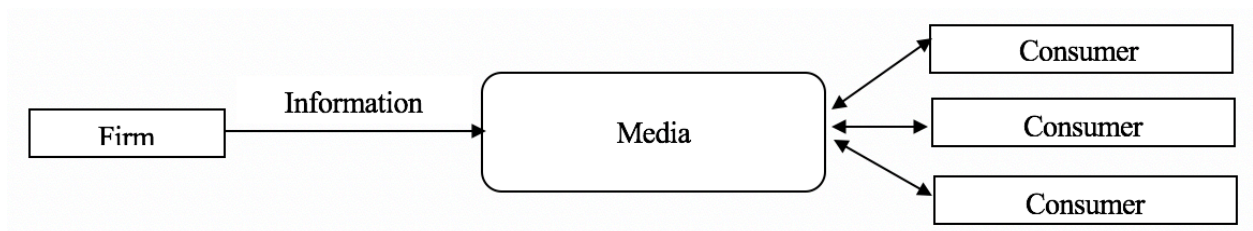


Fig.2. Model of media interaction with the audience

At the heart of the communication model of traditional media is the one-to-many process, in which a company transmits information to a group of consumers using a means of communication. The main feature underlying the interaction of traditional media with consumers is the lack of interactive interaction.

In accordance with the works of I. V. Uspensky, in contrast to this model, the Internet is based on two completely different principles.

Firstly, when communicating through the Internet, interaction occurs through a specific environment that makes a significant contribution to it.

This model emphasizes that the initial communication does not occur between the sender and the recipient of the information, but rather between the

user and the communication space, both of the dialogue participants being both senders and recipients of information.

Secondly, the Internet is a multi-directional multi-to-many communication model in which each subscriber of the network has the opportunity to access other individual subscribers or groups either on his own behalf or on behalf of the group¹.

This feature is taken into account in the cyclic model of M. L. de Fleur, it introduces a feedback, information sent by the recipient to the communicator. Thus recognizing the activity of the recipient and the presence of influence on his part on the communicator. Thus, the main idea of non-linear models of communication is the possibility of obtaining feedback and evaluating the result of communication.

The most common nonlinear communication model, including two-way communication, was developed by T. Newcomb. The model has the form of an equilateral triangle, the vertices of which are the communicant (A), the communicator (B) and the social situation (X), about which communication occurs. T. Newcomb proposed to take into account the relationships that arise between the subjects of communication, as well as between them and the object of speech².

Further development of T. Newcomb's ideas led to the formation of a conceptual model of the Westley-McLean communicative act, which appeared in 1957. The model is oriented mainly to the description of mass communications that take place with the help of mass communications.

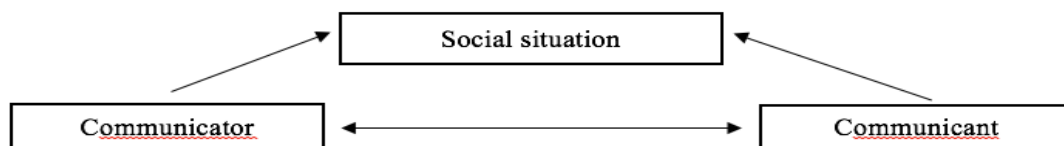


Fig. 3. Nonlinear model T. Newcomb

¹ Успенский И. В. Интернет-маркетинг. Санкт-Петербург, 2003. С. 52.

² Жукова Я., Ширков Ю. Модели массовой коммуникации. Научный отчет. М., 1999. С. 36.

Thus, the evolution of models of mass communication led to the formation of a model of communication on the Internet¹.

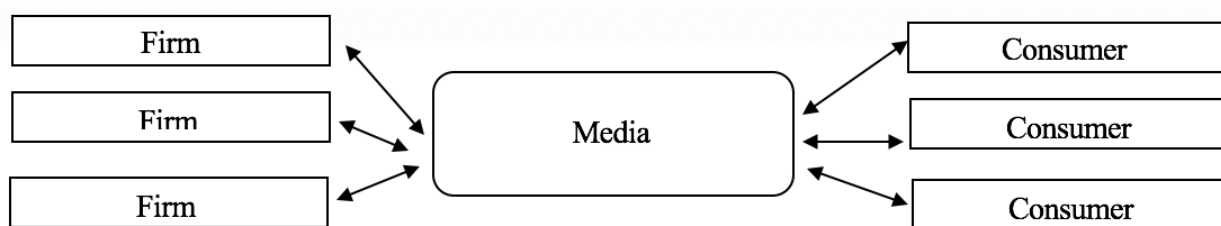


Fig. 4. A model that reflects the communicative processes taking place on the Internet

Within the framework of this model, interactive interaction is possible with other Internet users (interpersonal interaction) and with the environment itself (interaction with the environment), the latter being prevailing. Due to this, the sender of information is also its recipient at the same time.

The «many to many» communication model organically includes one-to-many and one-to-one models, which greatly expands the communication possibilities for both companies and consumers involved in the communication process.

The practice of communicative modeling, of course, does not end with the above communication models. There is a holographic model of Brown, a marketing model of F. Kotler, a communicative model in M. Mescon's management, a two-channel model of speech communication of V. P. Morozov, the model of persuasion of J. and M. Riley, etc. However, as already mentioned above, these «lines» characterize the most important and prevalent communication models, which constitute the basis of communicative modeling within the framework of Internet marketing.

Thus, based on the review of literature sources, it is possible to build a chronology of the appearance of various communication models and a general model of communication (see Table 1).

¹ Успенский И. В. Интернет-маркетинг. СПб., 2003. С. 59.

Table 1

Chronology of the emergence of mass communication
models

Communication model	Founders	Description of model's main elements
Linear models		
Lasswell formula, 1948	H. Lasswell	A communicator, a message, a medium (a channel of communication), a recipient, an effect.
	R. Braddock	A communicator, a message, a channel, a recipient, an effect, a goal, with which the communicator speaks and the conditions in which the communicative act proceeds.
Shannon-Weaver model, 1949	K. Shannon, V. Weaver	A source of information, a transmitter, a signal, a channel, a receiver, a target of a message, a source of interference.
The main disadvantage of these models are one-pointedness and a lack of interactivity. The model cannot be considered complete without taking into account the result of communication and feedback.		
Circular models		
	M. L. de Fleur	Introduction of feedback when building communication.
	T. Newcomb	A sender, a recipient and social situation. It includes two-way communication – both the sender and the recipient of the information are participants in the dialogue.
Conceptual models		

The conceptual model of the Westley-McLean communication act, 1957	B. Westley M. McLean	Adaptation of T. Newcomb's model under the means of mass communication.
Modern model of Internet communication		
Multidirectional model of Internet communication «many to many».	I. V. Uspenskiy	The «many to many» communication model organically includes one-to-many and one-to-one models, which implies the possibility of receiving feedback. Elements: a company, a consumer, a medium of information, possibility of receiving feedback.
The model of the Internet environment includes well-defined feedbacks, which makes it possible to assess the effectiveness of communication.		

Examples of implementing feedbacks to consumers of information may be e-mail, user registration information, cookies, subscription or registration on web servers. The presence of feedbacks significantly increases the effectiveness of using the communicative means of interaction and the company's ability to respond adequately to events occurring in the internal and external environment, thereby increasing its competitiveness.

Thus, in the modern model of Internet communication, the following main elements are distinguished: a communicator (sender), a communicant (addressee) – both parties can senders and receive information, a purpose of a message, a channel, an information space or a mean, a message, a coding, a feedback.

1.2 The main elements of the communication model in the marketing of social media

The model of communication in the marketing of social media includes the relevant elements of the model of Internet communication, and also has its own additional features due to the characteristics of social networks and additional elements.

Informational space or a mean. The means of information is a certain form of any means of communication that is consciously used by the communicant to transmit social information¹. Internet – is a means of information in the marketing of social media, as well as the main information space. Nevertheless, communication in social networks has a number of features, why it is allocated in a separate direction.

According to D. Khalilov, marketing in social networks has four main features: viral, nativity, interactivity and targeting². Each of the elements has an impact on the formation of the SMM-model. So, interactivity, in social networks implies a two-way communication: users can express their opinion, ask, participate in surveys. As a result, there is a deeper interaction with the target audience, rather than in the case of traditional advertising. Due to interactivity–feedback from the target audience – it is possible to evaluate the effectiveness of the SMM-campaign.

Nativity is the quality of advertising in social networks, which makes it more «natural»: posts acquire the form and characteristics of that platform, which is located. Native advertising is not like ordinary advertising, it does not cause a feeling of rejection in the readers, and also helps to avoid the phenomenon of banner blindness, and it cannot be disabled in the browser. All types of advertising, except for banner advertising on social networks are native, that is why they are

¹ Извекова М. Н. Влияние информационно-коммуникативной среды на становление молодежи как социальной группы в структуре общества. Курск, 2010. С. 140.

² Халилов Д. Маркетинг в социальных сетях. М., 2013. С. 20 – 24.

perceived much better and the probability to build communication with the consumer of information is much higher.

Virality is an informal way of conveying information about a product or service from user to user. Transfer of information in the form of any news, advice. Virality also echoes the «many to many» communication model on the Internet, where interaction with other Internet users is possible within the framework of this model. The main idea of viral content is that every user of social networks can share something with others.

The mechanism by which only the target audience can be selected from the whole number of Internet users, which meets certain criteria (geographic, socio-demographic, etc.). Targeting is a tool that helps a brand to deliver information to the right audience.

So, each of these special lies at the heart of tools in marketing of social networks. In this connection, an additional element was selected in the SMM-model: communication tools, which will be described below after the main elements of the formulated SMM-model.

Communicator and communicant. Within the framework of the SMM-model, the company is a communicator of the communication that initiates communication. Whereas the communicant is a target audience, receiving information and having the opportunity to give feedback. According to business dictionary company is a commercial organization that operates for a profit on basis and participates in selling goods or services to consumers. The management of a business company will typically develop a set of organizational objectives and a strategy for meeting those goals to help employees understand where the company is headed and how it intends to get there¹.

In order for a business to grow quickly, they need to be able to reach a wide target audience as soon as possible. Without an active social media presence, business is doomed to fail.

¹ Business Dictionary. Электронный ресурс:

<http://www.businessdictionary.com/definition/business-company.html> (17.04.2018).

Target audience (target group) is all real and potential consumers of the goods (services) that retain interest in it for a certain time or are ready to change their preferences in favor of this product (service) under marketing pressure. The sale of goods for which is profitable for the seller in this period of time and, secondly, is possible¹.

The target audience is a general term. As a rule, you cannot send a specific campaign to the entire target audience. The target audience is divided into parts (sociocultural groups) with similar characteristics and reacts equally to the chosen advertising impact.

It is important to know which social networks the audience uses more often, how it is more convenient for them to consume information. What can attract more attention.

There are different types of classification of sociocultural groups, but in general their division is reduced to 5 characteristics: geographic, demographic, economic, psychological and behavioral.

The purpose of SMM-campaign. There are different classifications of the objectives of the SMM-campaign, in this paper the adapted classification of F. Kotler, connected with interaction with the potential audience. According to his work the target audience can be in any of six states of purchasing readiness: awareness, knowledge, favoritism, preference, conviction, commitment purchases². Below is a description of these states from which the main objectives of the SMM-campaign can emerge.

Awareness. First of all it is necessary to establish the degree awareness of the target audience about the product or organization. The audience may be completely ignorant, knows just the name of a brand or a bit more. If the most part of the target audience is ignorant, the main goal is to create the necessary awareness, even if the name is recognizable.

¹ Голубков Е.П. Маркетинг. Словарь терминов. М., 2012. С. 320.

² Котлер. Ф. Основы маркетинга. Краткий курс. М., 2007. С.405 –407.

Knowledge growth. The target audience may be aware of the company or its product, but do not have any other knowledge. The purpose of the company is to ensure that its target audience knows what the company represents from it.

Reputational marketing. According to F. Kotler – the formation of favor. If the target audience knows the brand, there is a need to find out what feelings are in relation to it. Work in the framework of reputation marketing involves working with the company's rating on services, working with feedback and content.

Formation of loyalty to the product. Formation of preference. The target audience can be blessed with the product, but not give it preference over others. In this case, the marketing specialist will try to form a consumer preference. He will praise the quality of the product, its value, performance and other properties. The communicator can judge the success of his campaign after its end by the results of a repeated measurement of consumer preferences.

Formation of conviction. The audience may have a preference for a particular product, but do not have the conviction that it is necessary to purchase it. The task of the marketing specialist is to form a conviction.

Making a purchase. Some members of the target audience may have the necessary conviction, but never get ready to make a purchase. Perhaps they are waiting for more information, plan to make a purchase later, etc. An SMM specialist should bring these consumers to the completion of the final step required of them. Within the framework of social media marketing, there maybe used retargeting and lead generation, as well as placing online stores in the social networks.

The six states listed above usually reduce to three stages: cognition (awareness, knowledge), emotions (benevolence, preference, conviction) and behavioral manifestations (making a purchase). Buyers, as a rule, go through all these three stages.

Within the marketing term of the sales funnel, these three goals can also be divided into sales funnel tools: reach, engagement tools and conversion ones.

The task of the specialist in marketing in social media is to reveal the stage at which the bulk of consumers are located and develop a communication campaign that will push them to the next.

Channels. In social media marketing the channel is a social platform through which users interact. Social network sites are commonly defined as Web-based services that allow individuals to create and share an individual profile and lists of established connections with others on the site and to view, navigate, and interact with one's online connections as well as with the connections made by others in the user's network¹.

In Russia, the penetration of social networks is large enough and is estimated at 47 %, accounts in them are 67.8 million Russians. According to Statista, most actively in Russia is used YouTube (63 % of respondents), the second place is occupied by VKontakte – 61 %. The global leader Facebook is only on the fourth line with a rate of 35 %².

Instruments. In marketing of social media, there is also a funnel for building communication with the client, consisting of 3 blocks: tools that introduce the product and increase knowledge about it, tools that increase loyalty and involvement of customers and tools that lead to sales. The mentioned classification is based on advertising agency classification and the scientific literature studied.

Reach tools include tools such as working with bloggers, paid seeding, targeting advertising (which include banner advertising, native advertising and etc.), circular promotion and lotteries. The purpose of these tools is to attract the attention of the target audience.

Work with bloggers involves conducting a series of live broadcasts on behalf of brand or organizes a special format for meeting InstaMeet. InstaMeet is a

¹ Amichai-Hamburger, Y. Hayat, T. Social Networking. Malden, 2013. P. 25.

² The Statistics Portal. Active social network penetration in selected countries as of January 2018. New York, 2018. URL: <https://www.statista.com/statistics/282846/regular-social-networking-usage-penetration-worldwide-by-country/> (16.04.2018).

meeting of bloggers who come together to take photos and videos, and post them in social with the aim of promoting any brand.

When working through paid posting, paid publications are posted in popular groups and public pages with a large number of real subscribers. The publication can contain either information about the promoted company, or an action or a competitive post.

Targeting advertising is text, media or multimedia ads that are shown only to those network users who meet a certain set of requirements set by the advertiser¹.

Targeting banner advertising implies graphic banners (static or animated) that are placed around the news feed of social networks VKontakte, Facebook, Odnoklassniki, native banners that are inside of social networks news feed.

In 2018 in the service MyTarget (broadcasting various formats in the advertising network Mail.ru), it was announced the adaptation of targeting to the values of users. Focusing on the emotional and psychological characteristics of the individual, individual offers for clients are formed. The methodology takes as its basis the presence in the person of five general and relatively independent traits: openness to experience, consciousness, extraversion, benevolence, neuroticism².

Circular advancement is used to promote a new channel (group, public page) through a more developed channel. For example, when a company creates a group in social networks and it has a base for e-mail distribution, which makes it possible to inform users via e-mail.

The most comprehensive tool in social networks are competitions. This tool is between the reach and involvement tools, as depending on the purpose of the mechanics, the contests may be different. Possible competitive mechanics: competition for repost, competition «Guess», competition with mentioning of

¹ Словарь терминов интернет – маркетинга. URL: <http://www.likeni.ru/glossary/targetirovannaya-reklama/> (19.04.2018).

² Инструмент позволяет разрабатывать маркетинговые кампании, соответствующие ценностям пользователей. 2018. URL: <https://target.my.com/pro/news/new-targeting-psychotypes> (22.04.2018).

friends. Participation in the contest should be as simple as possible and not take more than a couple of seconds of user time. It is important that the prize must be really interesting to the target audience. An important aspect is the transparency of the mechanism for holding the competition.

The tools of involvement include such tools as: content marketing, reputational marketing (includes working with positive and negative feedback). The quality of the content determines the performance and efficiency of other SMM-tools. The better the content, the cheaper and better the other SMM tools will work. So, content marketing is a set of marketing techniques based on the creation and / or dissemination of information useful to consumers in order to gain trust and attract potential customers¹. D. Vyubenn in his book writes that content is a currency. It attracts us, provokes in us the desire to share it and motivates people to buy. Network and mobile content has a value that can and should be converted². Content is any content optimized for different social networks that the audience consumes: publications, images, videos, live broadcasts and ephemeral content.

Native advertising is advertising, which looks natural in an environment of non-advertising content: it fits seamlessly into the design of the page, and its content corresponds to the content of the page³. This tool is perceived two times better by users compared to conventional banner advertising, which is perceived worse because of the formed «banner blindness⁴». The main function of this tool is involvement.

¹ Стелзнер М. Контент-маркетинг. Новые методы привлечения клиентов в эпоху Интернета М., 2013. – С. 35.

² Вюббен, Дж. Контент – это валюта. Как разрабатывать продающий контент. М., 2014. С. 33.

³ Скрупник Р. Главное о нативной рекламе: по полочкам. М., 2016. URL: <https://www.cossa.ru/152/130446/> (04.04.2018).

⁴ Алфимцев А.Н., Хаеи Ф.И. Пути преодоления баннерной слепоты в веб-интерфейсах. М., 2014. No 4. С. 71.

Working with negative or reputational marketing implies the management of the community (community management), which means first of all communication with users. The community manager must handle issues, objections and negative users in time.

For competent work, certain rules are established: the reaction time is 1-2 hours; compiling a FAQ of a «collection» of questions and answers, which are often asked by users to speed up the reaction time; ban on removing negative comments from participants in social networks or forums.

The conversion tools include such tools as: retargeting, lead generation, and online stores in social networks.

Under lead generation is understood a marketing activity to find potential customers, as a result of which sellers receive contact information of potential buyers who expressed interest in their products or services in social networks¹.

This tool is based on the generation of leads and implies payment for the productive contacts of users. Contacts can be phone numbers, e-mail addresses, or both.

Retargeting is an advertising mechanism through which online advertising is directed to those users who have already viewed the advertised product by visiting the advertiser's web page². From the point of view of Internet users, retargeting is a repeated display of Internet advertising of a previously visited web page.

Also now is gaining popularity of such tools as E-commerce in social networks. E-commerce in social networks is a direct sales tool, where each user can act as a buyer or as a seller. One of the elements of e-commerce in social networks is the display of VKontakte products. The new service promotes the development of a relatively new type of e-commerce for Russia and the whole world-online shops without its own website. With the advent of «Goods» all activities can be conducted in a community VKontakte. The three tools listed

¹ Андреева К. Маркетинг, который продает. СПб., 2015. С. 24.

² Рэбхэн Б. От кликов к продажам. Как повысить продажи через оптимизацию конверсии. М., 2015. С. 56.

above are primarily used to achieve conversion – performing actions for specific purposes.

Message. A message is a collection of data containing any information intended for transmission over a communication channel from its own site¹. The message has qualitative and quantitative parameters: quality is its creative component – what is the text about, what are the values and ideas in it, what is the message; quantitative – how many characters in the message, what format of it and so on. The fact that the message embedded in the text and how it is designed can be influenced by the target audience. In accordance with the works of F. Zeitel the message must be based on the interests, characteristics, needs of a specific audience².

Coding. Coding is the process of presenting the idea of an advertising appeal in the form of texts, symbols and images. Coding message is usually seen as an element of cross-cultural communication – a characteristic for the people of the image of the vision of the world, its perception and reflection³. The main elements of the mentality are: the language of the nation, social norms accepted in society, current and retrospective social memory, national character, national culture, religion. In this paper, an attempt will be made to consider coding as a representation of a message in different formats for different generations.

There are 6 types of content: entertaining, educational, news, communicative, promo, selling.

Entertaining. The main purpose of this content is to entertain, relax, and amuse the user. Humor, a selection of beautiful photos, interesting stories, postcards, quotes, poems, music, feature films – it's entertaining content. This

¹ Экономико-математический словарь: Словарь современной экономической науки. 2003. URL: https://economic_mathematics.academic.ru/4194/Сообщение (15.02.2018).

² Seitel F. P. The practice of public relations. NY., 1992. С. 54.

³ Мамонтов А. С. Кросс-культурный анализ (лингвострановедение в сфере рекламы). М., 2002. С. 76.

content is characterized by high virality, that is, the ability to spread at the request of users.

Educational. This type of content begins to dominate the commercial communities. Nowadays it is of high value, it teaches the user. For example, it can be instructions, training materials, FAQ, translations, studies, expert interviews, etc. This type of content becomes the key in the content marketing strategy, as it is able to solve many business problems.

Educational content expert should demonstrate competence in the chosen field. In addition, he is more effective than others translating the user to the next stages of the sales funnel. Another advantage – educational content is easy to manufacture.

Promotional or reputational content is a feedback, recommendations, success stories, case studies, etc. Such publications form the client's trust, increase reputation and convert the client to a new stage of interaction with the brand.

Marketing content. These are records that sell. There are 2 most popular techniques.

Offer Deadline Call to action (English-sentence, time limit, call-to-action) - classical mechanics of compiling advertising messages. For example, «101 roses for 3000 rubles only until March 7! Please order by phone: 8 (999) 499-66-09!¹».

The second formula is 4U². This is the technology of creating text on 4U: usefulness, utility of the product, ultraspecificity, urgency.

Communicative content. These are records that prompt the user to express an opinion. The most passive type of communication content is a question with prepared answers. There can be more active ways like discussions, chats, discussions.

¹ 6 типов контента в социальных сетях. 2018. URL: <http://SMM-putin.ru/6-tipov-kontenta-v-socialnix-setyah> (19.04.2018).

² 6 типов контента в социальных сетях. 2018. URL <http://SMM-putin.ru/6-tipov-kontenta-v-socialnix-setyah> (19.04.2018).

In addition to receiving feedback, this type of content also solves another problem – it increases the involvement of users. Users communicate with each other and directly with the brand, which increases trust.

News content includes company and industry news, important information for users.

Also in Internet marketing there is a second classification by type of content: video format, graphic format, text format, audio format, ephemeral format.

Ephemeral content – short-lived content with a limited life cycle, messages, images, photos, videos are available for 24 hours, then disappears¹.

Feedback. In the marketing of social media, there are various methods of obtaining feedback from the target audience. These methods are described in detail in the works of D. Khalilov:

The main sources of information for research design are

- web analytics data (attendance, user activity, performance of targeted actions);
- analysis of user actions in social networks («likes», comments, shares);
- internal statistics of communities and blogs on social networks (attendance, number of pages viewed, portrait of the audience, etc.)
- monitoring data of social networks and blogs (number of mentions, resonance);
- open statistics on third-party sites (the number of views on video aggregators, the number of visits to topics on forums, etc.);
- traditional sociological tools adapted for social networks (surveys, work with focus groups, etc.);
- special marketing activities (promotional codes system, allocated phone numbers, etc.)².

¹ Шайдулина А. Что такое эфемерный контент и почему он популярен. 2018. URL: <https://www.cossa.ru/trends/197314/> (04.04.2018).

² Халилов Д. Маркетинг в социальных сетях. М., 2013. С. 187.

It is the data obtained from these sources that serve as the basis for further analysis.

Thus, in this chapter, the main elements of the SMM-model, as well as their functions, were described, the interrelation of these elements will be revealed through expert interviews with SMM-specialists of the city of Yekaterinburg.

1.3 Sociocultural groups as an object of communication. Theory of generations

To strengthen the sociocultural aspect, the work included the analysis of cases through the prism of the theory of generations.

It is possible, because sociocultural group may be analyzed as «a collection of people who interact and share a sense of unity on account of a common ethnic, ancestral, generational or regional identity»¹.

The theory of generations is a theory developed by William Strauss and Neil Howe and describing recurring generation cycles in US history².

Although Strauss and Howe's theory of generations was originally aimed at studying Anglo-American history, it has become widespread in many countries of the world, including in Russia. The theory of generations after the United States was first tested in South Africa, then in the «Asian Tiger» countries, and then in Europe and Russia. The values of generations in all countries are similar. The fact is that there are key events and phenomena in the world (the emergence of the Internet, the spread of mobile communication), common to different countries. The change of generations takes place practically in the same mode all over the world,

¹ Random House Webster's Unabridged Dictionary. N. Y., 1997. URL: <http://www.eionet.europa.eu/gemet/en/concept/13337>

² Strauss, W., Howe, N. Generations. NY., 1991, P. 318.

states I. Shamis, coordinator of the project Theory of generations in Russia - Rugenerations¹.

Different generations have different values, different levels of activity, and therefore, Internet activity and different patterns of behavior and perception of information, including different language, action scenarios and priorities. This knowledge helps in solving marketing and communication problems of companies, organizations, government bodies.

In this paper, three generations will be considered: baby boomers (1943-1964), generation X (1965-1983), generation Y (1983-2000). Generation Z is not considered, since the period of its formation is not exactly defined.

Each period lasts 20-22 years. 4 periods constitute a complete cycle, lasting approximately 80-90 years, which the authors call saeculum, which in Latin means «long human life» and «natural age²».

The change of generations sets in motion a cycle of transformations and determines its periodicity. As soon as each generation enters the next life phase (and a new social role), the mood and behavior fundamentally change, giving the opportunity for a new generation to manifest itself. Consequently, there is a relationship between historical events and generational types.

The need for a clear definition of a generation as a special social group is of great methodological importance in terms of this work.

A well-known Russian researcher Yu. A. Levada actively uses the possibilities of intergenerational analysis in his works, based on the data of numerous applied research. In his works Yu. A. Levada recruited the concept of a «generational group³». As generational group researcher defines through «significant generations», which form ideals, symbols of the era, patterns of behavior.

¹ Теория поколений в России. 2018. URL: <https://rugenerations.su/> (04.04.2018).

² Estep, James R. «The Fourth Turning: An American Prophecy». NY.1999. P 78.

³ Коган Л.Н. Понятие «поколение» в теории научного коммунизма // Научный коммунизм. 1974. С. 356.

Another common interpretation of the generation in the domestic sociology is the interpretation of it as a social community. The general interpretation of the generation is typical both for sociologists of the Soviet period, and for our contemporaries. For example, L. N. Kogan in the 70s of the last century defined the generation from the sociological point of view as an objective socio-demographic community of representatives of this class¹. As integrating features, L. N. Kogan identifies common, typical conditions for the formation of personality: general age, socio-psychological and moral traits.

The modern researcher M. B. Glotov defines the generation as an objectively emerging socio-demographic and cultural-historical community of people united by age boundaries and the general conditions of formation and functioning in a particular historical period of time. From the point of view of the sociological approach, the generation as a social community assumes certain age limits, for which similar conditions of communication, vital activity, typical needs and value orientations are characteristic.

Thus, considering the generation as a sociocultural group, it is necessary to take into account psychological, cultural and demographic characteristics.

In the Russian science there is a limited number of works on the analysis of behavioral features of representatives of different generations in social networks. Among Russian scientists, I. Shamis devoted her life to the study of the generational theory and the adaptation of existing works of W. Strauss and N. Howe and Existing works have been adapted, but not fully, therefore part of the American studies will be borrowed for the Russian population.

According to the Federal State Statistics Service, on August 23, 2017, about 32.3 million people could be classified as generation Y (18–35 years old), about 40.6 million people could be classified as generation X (35–53 years old), about 41.6 million people could be classified as generation of baby boomers (54 years old and more) and about 32.2 million people could be classified as generation Z

¹ Глотов М.Б. Поколение как категория социологии. 2004. No 10. С 2.

(younger than 18 years old). According to the agency of media communications «April», the percentage of generations looks as follows: 22 % Z, 22 % Y, 28 %, X and 28 %, baby boomers.

To form a portrait of Internet users in accordance with the Theory of generations, three main blocks for analysis were identified:

- psychological characteristics (model of work in a team, individual character traits inherent in the chosen generation, the format of perception of information, the model of consumer behavior);
- cultural features (events that formed values, values);
- demographic characteristics that affect at the characteristics of Internet activity and device used.

From these three blocks, the features of the formation of the SMM-model were singled out: channels and devices of the company's interaction with sociocultural groups, the format and the type of the content and its qualitative component, tools for building communication were proposed, which would later be tested through the case study method. Later, the features of generations will be highlighted.

The understanding of the term «generation» according to W. Strauss and N. Howe is based on the idea that people of a certain age group tend to share a special set of beliefs, attitudes, values and behaviors, as they grew under identical historical conditions¹.

So, each generation experienced a certain set of events, which contributed to their becoming as they are.

So, baby boomers are a generation named so because of the boom in the postwar years (years of birth: 1943–1963). Events that shaped values: the Soviet thaw, the conquest of the cosmos, the victory in World War II, the creation of atomic weapons, the USSR – the world superpower, the «cold war», the flight of Yu. A. Gagarin in space, the introduction of uniform standards of education in

¹ Dornsife D. Milleniales: features of online activity. 2016. URL: <https://rusability.ru/internet-marketing/millenialy-osobennosti-onlajn-aktivnosti-infografika/> (17.03.2018).

schools and guaranteed medical care, the first plastic surgery and the creation of birth control pills.

The emerging values are influenced more by the growing period, as well as by the actions and vision of the older generation, hence the basic values inherent in the generation of baby boomers born in this period: belief in one's own strengths and bright future, boundless optimism, interest in personal growth and the desire to be the best.

As K. Goncharova noted, the baby boomer generation prefers healthy and fair competition, at the same time collective values, team spirit, the cult of youth.

According to the analyzed sources, it is possible to identify the main personal characteristics that are more inherent in the generation of baby boomers as the ability to focus, discipline, orientate on a long-term perspective.

So, unlike later generations, baby boomers know how to focus on a specific subject or topic. This also means that the process of perceiving information can take a little longer, since representatives of the baby boomer generation are immersed in every detail. Discipline. Baby boomers well perceive structures. Many grew up in households that were very disciplined and structured, which formed what they are today. At the perception of information, this discipline is also reflected. Generation of baby boomers perceives a well-structured text. This generation does not like the message, where you need to think out something. A good way to convey the right message is to provide an infographic, a table, a diagram with a thorough description of each element. Orientation to the long-term perspective. Baby boomers look at what is happening not in the short term, they are focused on long-term strategies, because they want to live long and actively. They know how to plan and see the situation strategically. Therefore, when forming a message for a baby boomer generation it is important to show that the proposed product or service will last a very long time.

Also, according to a study conducted in the USC Dornsife, consumer preferences of generations were revealed. And the priority of monetary expenditure reflects the value and activities of generations.¹

Baby boomers spend money more than others on (listed in descending order): health, service, goods for self-care, reading. The age of the baby boomer generation for 2018 is over 54 years. In Russia in 2018, the retirement age for men is 60 years, for women 55 years, which implies labor old age. In fact, because of low pensions, people retire later. Nevertheless, from now on people find more time for health and serving their needs.

A distinctive sign of customer behavior is the long process of product selection, as well as the conviction in the quality and status of the product. Generation baby boomers prefer specialized stores, because one of the deepest values of this generation is expertise². When deciding on a purchase, they are looking for the answer to the question: how this product or service can improve the status, why it should be purchased³.

When the formation of the X generation or the Unknown Generation (Years of birth: 1963-1983), the background for them was the «cold war» and the war in Afghanistan, stagnation, drugs, AIDS, total deficit, the beginning of «perestroika». The boom of divorce that has spread throughout their country made representatives of generation X flexible in their relations with people, and the constant employment of parents at work is more independent. Also, unlike its predecessors, the generation X prefers individual sports.

In Shevchenko's work, all the values of generation X are singled out: thinking about their choice, high awareness, technical literacy and quality education, the desire to learn throughout life, the search for positive emotions, individualism and pragmatism, the hope for oneself, the pursuit of leadership,

¹ Dornsife D. Milleniales: features of online activity. 2016. URL: [https://rusability.ru/internet-marketing/millenialy-osobennosti-onlajn-aktivnosti-infografika/\(17.03.2018\)](https://rusability.ru/internet-marketing/millenialy-osobennosti-onlajn-aktivnosti-infografika/(17.03.2018)).

^{2,3} Шевченко Д.А. Исследование потребительского поведения крупных сегментов рынка в России: поколенческий подход. М., 2013. С. 4–14.

recognition of gender equality, strong self-confidence, the search for prosperity, diligence, honesty and friendliness.

When working with others, representatives of generation X also value their space: their office, their part of the project, in which everything will be organized as X wants. Thus, representatives of generation X like to work on their part of the project independently in their own style.

Another value for the generation X is time. The emergence of desktop computers, semi-finished food and fast food, the preference of shopping centers where one can buy everything at once and small shops necessarily next to the house is all saving the most important resource – time.

N. Ferferov allocates from the X generation such features as: individualism, selfishness and pragmatism. For example, the representative of the generation X puts its interests above others and evaluates any communication of the point of view of its usefulness¹. Thus, when building communication with the X generation, it is important to reflect that their goals will be achieved with the help of the brand quickly and efficiently.

D. A. Shevchenko also emphasizes that generation X appreciates the choice. So, at the stage of making a purchasing decision, when evaluating options for the choice of goods, this generation is inclined to independence. It is typical for him to make a decision on buying without pressure from the reference groups². Within the framework of SMM-tools, e-commerce in social networks can provide free choice.

According to a study conducted in the USC Dornsife, consumer preferences of generations were revealed³. And the priority of monetary expenditure reflects the values and activities of generations.

¹ Ферферов Н. А. Развитие интернет технологий с учетом нового потребителя. Иркутск. 2018., С. 75 – 77.

² Dornsife D. Milleniales: features of online activity. 2016. URL: [https://rusability.ru/internet-marketing/millenialy-osobennosti-onlajn-aktivnosti-infografika/\(17.03.2018\)](https://rusability.ru/internet-marketing/millenialy-osobennosti-onlajn-aktivnosti-infografika/(17.03.2018)).

³ Шамис. Е. Теория поколений. 2009. URL: / <https://www.retail.ru/articles/38929/2017-06-012017-05-31http://www.retail.ru/articles/38929/> (18.03.2018).

Generation X spends money more than others on (listed in descending order): insurance, retirement, performances (performances, concerts, fights, competitions).

The age of generation X in 2018 at the moment is 35 to 53 years, the period of prosperity and career stability, as a rule, people already have families, they are interested in how to preserve what is earned and how to secure themselves for a comfortable old age. Under the view of expensive entertainment. During the formation of the values of the X generation, large formats of stores began to appear – supermarkets or hypermarkets. This affected the consumer stereotype generation. For generation X, the goal of going to the store is to buy essential goods. It is important for them that they can make purchases nearby. As the researcher E. Shamis notes, this generation is ready to spend more money for its convenience, for the opportunity to buy many different good quality goods in one place, to do it very quickly and save time. People of this generation go to the store, knowing what they need to buy.

Buyer behavior of this generation can be expressed as noted: in the phrase add your own personality, create a thing that no one else will have. Generation X likes to be surprised, they often say – surprise me, and I'll buy from you. In their opinion, a unique person should receive a unique product.

When deciding on a purchase, they are looking for the answer to the question: what is in this product or service for me. Thus, in the characteristics of the product and its supply, individualism must be expressed.

When interacting with generation X, direct advertising with direct motivation on remuneration may work in good way.

Generation Y («Millenium generation»). Years of birth: 1983–2003. They are now 15 to 33 years old and some of them still continue to form their values. Events that influenced the formation of values: the collapse of the Soviet Union, terrorist attacks, the development of digital and biotechnology. Mobile phones and the Internet are their reality.

In the scientific literature, generation Y, in comparison with the generation of baby boomers and generation X, differs in the complexity of obeying the rules, rejection of constraints, and morality¹.

So the colleagues of the millennials are a community where leadership and atmosphere are important. From millennial's point of view the image of the team is close to the concept of community, because all people should be related to each other. Generation Y appreciates mentoring and the opportunity to get feedback in the workplace and the breadth of contacts in life.

This generation pays great attention to direct communication: 64 % of millennials believe that social networks are the easiest way to contact the company². Therefore, a tool such as open walls for commenting and the ability to write to group admin is an important element in making a decision for a millennium.

Also, scientists note one of the main values of the generation Y – an immediate reward and result. This value is relevant not only to professional activities, but also relates to communication.

According to statistics of Cossa informing portal millennials are considered the most socially-oriented and eco-oriented generation, so 77 % of them acutely feel social responsibility, as well as 52 % of all Americans.

Also, the generation Y stands out by the rejection of the restrictions, known to feel uncomfortable surrounded by rules and regulations. The question of inequality is also very tricky for them.

Generation Y has certain characteristic features like clip-on thinking, mosaic thinking, multitasking, inability to wait, banner blindness.

Generation X values time, in comparison with its parents, generation Y does not understand why such a question can arise at all. The generation of millennials

¹ Гончарова К. «Икс», «игрек», «беби-бумер» – HR-уравнение с тремя неизвестными. М., 2002. URL: <http://www.axima-consult.ru/babyboomers.htm> (20.04.2018).

² Реклама для миллениалов: как завоевать доверие «двухтысячников» – 2018. URL: <https://www.cossa.ru/imarketing/185313/> (18.03.2018).

is very spoiled with an abundance of information and the ability to get a response in 1 second on the Internet. The same generation of generations of millennials waiting for interaction with the brand¹.

With respect to the generation of millennials K. Baranovskiy said that they are considered self-centred, overconfident, unable to wait and for a long time to concentrate, they are disunited, fully wired, do not make a cult out of work and careers, and prefer to avoid problems rather than solve them².

Multitasking is also a multi-tasking in the use of communication tools: they can simultaneously communicate with several people, read a site on a different topic, follow updates on Twitter and blogs. According to the research, if for 6 seconds the material of the representative of the generation of millennials is not interested, then it will switch to another – and this indicates that the potential client will switch from one brand to another³.

Clip-on thinking is a term that denotes a person's ability to perceive the world through short bright images and messages, for example, through a tape of TV news, small articles or short video clips. For generation Y visualization is the most important factor in the perception of information. There are two consequences in which the clip-on thinking can result:

- surface perception of information;
- the complexity of the perception of textual information without the addition of visual elements.

Thus, when building communication with millennials, it is important to use short concise text and various formats of visualization: infographics, pictures, video. Also, a good method will be to form a scenario for an audience of

¹ Sladek. S. Why Gen Y Won't Buy What You're Selling: <https://www.xyzuniversity.com/contact> (17.04.2018).

² Барановский К. Миллениалы – какие они? // Экономический еженедельник «Курс Н». Нижний Новгород. 2018. №10. С. 5.

³ Трушкова М. Реклама для миллениалов: как завоевать доверие «двухтысячников». 2017. URL: [https://www.cossa.ru/268/185313/\(10.04.2018\)](https://www.cossa.ru/268/185313/(10.04.2018)).

generation Y so that they do not have to think and build a logical chain on their own.

Banner blindness is a term is also applicable mainly to the generation of millennials. The generation of millennial is no longer perceive traditional banner advertising. This format of sales, they perceive as selling on the forehead.

Millennials appreciate the naturalness, when the brand initially offers them value and does not ask for too much in return, they are much more willing to subscribe to the newsletter or buy the goods.

Also, according to a study conducted in the USC Dornsife, consumer preferences of generations were revealed. And the priority of monetary expenditure reflects the values and activities of generations.

Millennials spend money more than others on (listed in descending order): so in the top 4 spending is noted: socialization, education, clothing, service.¹

The analysis of Internet activity is presented in Appendix A, where is shown how demographic characteristics may influence on the usage of social networks (see App. A)

Thus, through the analysis of three blocks of social characteristics – psychological, demographic and cultural a portrait of three sociocultural groups was formed.

So, we can conclude that the representatives of each generation have different values, a different model of information consumption, a model of behavior in society, different consumer preferences, prefer different social platforms.

To effectively conduct an SMM-campaign, these characteristics must be taken into account. Some interdependencies of the perception of marketing communication in social networks have been highlighted in the literature analysis process: such as preferred interaction channels, the preferred content format.

¹ Dornsife D. Milleniales: features of online activity. 2016. URL: <https://rusability.ru/internet-marketing/millenialy-osobennosti-onlajn-aktivnosti-infografika/> (17.03.2018).

Nevertheless, the underdevelopment of the model reflects the need to conduct research on missing elements and to test the collected data

CHAPTER 2. PRACTICAL FOUNDATIONS OF COMMUNICATION OF THE COMPANY WITH SOCIOCULTURAL GROUPS IN SOCIAL NETWORKS

2.1 Analysis of the alignment of the relationship between elements of SMM-model through an expert interview

To identify the relationship between the main elements of the model defining the company's communication model with sociocultural groups, using SMM, two research methods were identified: expert interviews and the case study method.

The expert interview was chosen as a method through which it is possible to obtain expert opinion of professionals in the marketing of social media on the relationship of the main elements of the SMM-model.

First of all the question on the existence of SMM-model in company should be raised, interviewees were selected from different commercial structures: an advertising agency, a government agency, a public organization. The first expert is a member of a commercial company, the second is an employee of a public institution with a dedicated budget for social networking, the third is the head of the university's trade union department, in which the budget is allocated to inform students in general. With a card with questions for respondents, as well as with transcripts of interviews (see app. B, C, G and D).

In the first question, the understanding of the communication model within the framework of SMM was very different: if the first expert determined that the communication model is an interaction aimed at fulfilling the efficiency criteria (marketing), the second expert wrote a definition close to indirect advertising: «Surround information about the utility and user product needs. Regular unobtrusive influence on the user that the product is needed, useful and used by all». The third definition was close to PR definition when the target audience feels empathy for the organization. The difference in definition is probably due to the

difference in funding and positioning of social media marketing within the institution. In a commercial organization, the amount of financing is determined by the client, and based on this factor, the capabilities of the SMM-model are determined.

Within the framework of in-depth expert interviews, a list of the main elements of the SMM-model was given for aligning them in the order in which the SMM-expert thinks the SMM-model is being formed.

In total there were 9 elements in the list: the company, the purpose of the SMM-campaign, the target audience, the sociocultural group, the channel, the code, the message, the effect (feedback), and the information environment.

Each expert has built his or her own relationship. So the first expert, an employee of a commercial company did not combine all elements and built two clusters within the same environment.

A company, a target audience, a sociocultural group, a channel, a message, a code. The company, the purpose of the SMM-campaign determines tools, from the tools there is a line with a feedback to the company. Next, he outlined all the elements and called it the information environment. Also, importantly, the expert conducted a relationship between the purpose of the SMM-campaign and the target audience. However, the expert admitted the fact that target is more primary than the target audience.

The second expert, employee of the state institution, identified the following relationship – that primary element also SMM-specialist identified the company, and then the goal of the SMM-campaign and the target audience. The target audience together with the goal determine the channels, tools, message and its coding. Interestingly, this expert singled out the influence of the sociocultural group not only on the chosen communication channel, but also on the tools.

The third expert, a member of the public organization, united all the elements in the following order. The primary element of the SMM-model was identified the information environment, then expert drew a line from information environment to the company and then two identical lines to the goal of the SMM-

campaign and the target audience. From the target audience the line is directed to sociocultural groups and further to communication channels. Later from the goal of the SMM-campaign to communication tools. Further after the communication tools: contact, code, message. From the sociocultural group the expert leads a line to company with the inscription «effect».

It turned out an interesting situation that three out of three experts determined the purpose of the SMM-campaign and the target audience as two main elements that affect almost all other elements. And two out of three experts pointed out that the target of the SMM-campaign defines the target audience.

The choice of a target and target audience by an SMM specialist of a public organization is probably due to the fact that the target audience is one – students, so the choice of the target audience is determined in advance.

The parceling-out of the audience in each organization is different: if in the advertising agency the process of determining the target audience is related to the manual processing of existing data, selection by experiment and using special programs, then in the trade union organization the division of students on sociocultural grounds is limited. The UrFU expert noted that there is a certain system of templates in the UrFU, in which groups of target audiences are determined according to certain sociocultural characteristics, which also include demographic characteristics (gender and age).

On the question about the characteristics that have an influence on alignment of communication with the target audience the representatives of the state institution answered the same: the type of target audience and the product being promoted. The SMM-specialist of the advertising agency noted that the main factor is the goal that the client (the company, the customer) puts or the strategic specialist.

The question about main SMM tools specialists used to interact with the target audience brought various answers. The expert of the public organization admitted that the main SMM tool is the aggressive introduction of information,

repeated repetition of the message, the maximum number of reposts and the use of opinion leaders within the university.

The question about the goals that SMM specialists set or want to achieve when entering into communication with users have been determined from different sides depending on the resources and goals of the organization itself. The third expert singled out functions more than goals-motivational, informational, economic (stimulating sales). The second expert pointed out that the main goal is to form a positive image of the university. The first expert singled out clear goals, to which a clear algorithm of achievement is certain: increasing knowledge about the product, increasing loyalty, getting feedback, and working out the audience before buying.

Question number 7 also caused interesting answers from each of the experts. So the expert of the commercial organization expressed doubt that the features of sociocultural can be used as the main lever for building communication, but also noted that for each sociocultural group a separate information message is needed—a message.

The expert of the state institution noted that it is quite difficult to get attention of students and to urge them to read long texts, so the young audience does not take long texts and online newspapers, so now they post pieces of articles as separate posts. The expert of the public organization noted that the characteristics of sociocultural groups can influence on the choice of channel transfer, for example example, led local foreign students, and noted that there are formats that are more visible and clickable, but it is difficult to track interdependencies within the student body.

Specialists gave opposite answers on the questions about adapting content to different social platforms and sociocultural groups. So, the expert of the commercial organization noted that social platforms have already reduced the possible number of symbols to optimal ones, so there is no need to «reinvent the wheel», but he also said that ephemeral content is very popular among young

people stories and broadcasts. Thus, he confirmed that when working with a young audience it is important to use the formats that they have in the trend.

Experts of public and state organizations noted that the adaptation of social networks lead to the formation of content. When answering the second half of the question «If yes, what type of content do you consider to be of priority in communication with the target audience?» The expert of the public organization noted that due to the formation of «clip-on thinking» in the young audience, «the text has to be squeezed several times and reinforced relevant visuals – pictures, infographics, even better video». The expert of the state institution noted that in the social network Odnoklassniki group is mainly for parents of prospective students or students, so they monitor the type of content they use.

Criteria for the success of the conducted communications turned out to be very different in quality and quantity, if SMM-specialist of advertising agency Deltaplan singled out all existing coefficients for KPI implementation, the representative of the Student Union singled out only the views without even noticing the activity, which seemed surprising. Although the lack of performance criteria for impressions or clicks at the university is understandable – media advertising within the university is not placed.

Thus, thanks to the interview, the relationship between the main elements of the SMM-model was built.

It was revealed that the characteristics of sociocultural groups do not influence the purpose of the SMM-campaign and partly affect the communication tools.

Nevertheless, experts confirmed the likelihood of the fact that certain characteristics of sociocultural groups can influence at the formation of the SMM-model. Also, thanks to expert interviews, elements that require additional research were identified: the type of content, content format, communication channels, tools, the length of the message and content quality aspect will be revealed to a fuller extent via case study.

2.2 Analysis of the influence of characteristics of sociocultural groups using the case study method

For the next study, the main components of the SMM-model were identified, which experts of the companies allowed to explore: characteristics of the sociocultural group (psychological, demographic and cultural), the purpose of the SMM-campaign, channels and tools for interaction with the target audience, content characteristics, devices via which was built communication. The method through which the relationships between the components of the SMM-model were investigated, is a case study.

The case study method was chosen in connection with the fact that a general methodological approach was needed in the study that would best answer the research question (to solve the research problems) and is also adequate for the research object of interest.

Central to all strategies is the concept of the case – a separate fragment of social reality, limited in space and time, namely, the object of observation. In this study, the SMM-campaign is determined by the case, which, due to the different characteristics of sociocultural groups and, consequently, the elements of an SMM-model is determined individually.

As a rule, the case study method is a qualitative method used to investigate events and to reveal the relationships that occur at certain objects with some actors. In our case, there are no actors, but there are factors between which the relationship is determined: the purpose of the SMM-campaign, the target audience, channels, interaction tools, message characteristics, devices.

One of the features of the case study is the flexibility of the research approach, which is expressed in the fact that the researcher makes many decisions as new empirical data are received, discussions with colleagues, and hypotheses change. Also case study supposes flexibility to the collection and analysis of field materials, the absence of rigid standards for research activities. Thanks to the case study method it became possible to analyze the SMM-campaigns conducted and to

single out a few sociocultural groups within the framework of one SMM-campaign. In the process of analyzing campaigns, you can see how different channels are used to fulfill different goals and work with different audiences, as well as the specifics of content submission.

Expert interviews and case studies are the only methods that can be used in Internet marketing to study the structure and interrelation of factors in the formation of the SMM-model, rather than the outer shell of the communication model that can be analyzed through social platforms.

Since the expert interview was defined as an introductory method, the case study with the elements of included monitoring and content analysis of project profiles (selection and publication of content, selection of instruments and channels) was defined as the main method.

The case study method was used to consider 6 cases of launching and conducting various SMM-campaigns.

For the analysis, 6 SMM-campaigns were selected, the cases were selected so that the distinction between sociocultural groups within a single SMM-campaign could be identified during analysis.

Carrying out the case study was carried out in two stages. At the first stage, the formed brief was analyzed, which reflects all elements of the SMM-model. In the second stage, the efficiency of the SMM-campaign was measured, as well as the average length of messages during the month of the SMM-campaign.

Among SMM-campaigns there were 2 requirements:

- conducting at least 30 days-during this time interval the length of content was measured;
- the possibility of singling out 2 or more sociocultural groups within the target audience.

The first case is devoted to the TV channel «A». Product: «A» is the only TV channel on the territory of the Russian Federation that broadcasts foreign cinema. The channel strives to offer viewers high-quality samples of foreign cinema of different genres, including both modern high-budget films and classical

tapes. In the application, the client's brief is presented, where the main elements of the SMM-model are reflected.

One target audience was selected: housewives. This target audience was divided into two sociocultural groups: representatives of generation Y and generation X (see Table 2).

Table 2

Initial data on case № 1

	Generation Y	Generation X
Target of SMM-campaign	Engagement	
Sociocultural groups	Housewives, 25 to 34 years old, who do not work, usually having 1 or more minor children in the family, are married.	Women, 35 to 54 years old, who do not work, usually having 1 or more minor children in the family, are married.
Channels	VKontakte, Instagram, Facebook	
Device	Desktop, mobile	
Tools	Content marketing; Hashtags	
Message	Self-expression Freedom	Strong relations Strong emotions
Content format	Graphic images with text Video content Polling	
Content type	Communicative News Entertaining	
The length of the post in general	VKontakte: 101 character Instagram: 75 characters Facebook: 321 characters	VKontakte: 101 character Facebook: 101 characters Instagram: 98 characters

The aim of the SMM-campaign and promotion channels was the same for both sociocultural groups. The target is engagement in group. Tools used in building communication used the same, but in different social networks.

The main channels are VKontakte, Instagram, Facebook. To the researcher's question why Facebook was chosen when choosing channels, SMM-specialist replied that based on the experience with this audience, «a more adult female audience responds better to direct media advertising on Facebook».

During the SMM-campaign, the same type of content was used for both sociocultural groups: graphic images with text message, polling, video.

In this SMM-campaign cross-posting between social networks was noted, which made more difficult the analysis of the influence of sociocultural characteristics on the selected elements of the SMM-model.

During the SMM-campaign different social and cultural groups reacted differently to advertising messages. Posting was divided according to the values on which they were based: 30 posts were considered in total. So, on the posts with information about the family, on average, the likes of two times more were made by the representatives of the older generation (7 posts – on the average 57 likes, 5 comments, 2 shares – generation X; 29 likes, 1 comment, 0 share – generation Y), and young girls reacted more actively to posts with information about how the actress looked and how the actress's clothes were picked (8 posts – 37 likes, 7 comments, 2 shares – Y, 7 likes, 2 comments, 1 share – X).

One of the formats for communicating the audience was a polling. During the entire SMM-campaign, 3 short non-anonymous surveys with closed answers were conducted. After analyzing the voters of polling were defined: generation Y participated in the polling more actively: an average of 37 votes – Y, 15 votes X, 10 votes – other female representatives without age marks.

It was also noted that a younger audience actively commented on posts and entered into a dialogue, in comparison with the generation X.

Correlation along the length of the text was not revealed, because on average in the group posts were all the same size.

Also, within the SMM-campaign, hashtags were used to simplify the search for information.

Thus, it can be concluded that in this SMM-campaign, the characteristics of sociocultural groups may influence on the success of the SMM-campaign.

SMM-campaign of the development group «B» is aimed at the promotion of one of the commercial and residential complexes. The concept of development, which is a new variant of housing, inside which all the necessary infrastructure for life is included.

The general target audience is understood as people with an active position, having a wide range of interests, interested in non-standard solutions to their needs. This target audience was divided into two generations: X – provided parents of youth who plan the future of their children and Y – young up-to-date families (see Table 3).

Table 3

Initial data on case № 2

	Generation X	Generation Y
Target of SMM-campaign	Sales stimulation	
Sociocultural groups	Women and men, 35 to 54, working, usually having 1 or children in the family, married. Income: above average, premium.	Young up-to-date families. Women and men: 25 –35. Income: upper-middle, premium
Channels	Facebook, Instagram	
Device	Desktop, mobile	
Tools	Lead generation	
Message	Emotions Saving time	Harmony Socialization Eco-friendliness
Content format	Graphical images with text	Ephemeral content
Content type	Promo News	
The length of the post in general	Facebook: 115 characters Instagram: 203 characters	Facebook: 115 character Instagram: 92 characters

For both sociocultural group was taken the same target – to stimulate sales.

When the specialist was asked why VKontakte the most popular social network was not included in SMM-campaign the answer was that according to the client there was no target audience.

To build up competent communication with each sociocultural group lead generation was used. So, for targeting the parents of wealthy young people the following settings were chosen: 35+, income above the average and premium, hyper-local advertising for expensive residential complexes.

For targeting young families, targeting was mainly in terms of age and income: 25 to 35 and income above the average.

So when viewing the advertising banners of the builder with different apartment plans, people were asked to fill out the name and contact phone number, and within an hour managers were contacted to discuss the details.

To work with different sociocultural groups, the same social networks were chosen: Facebook and Instagram. In general there were 5 posts – 5 in Instagram and 5 in Facebook with 5 different messages and the same picture. According to Yandex.Metrica was revealed that 82 % of users who switched to the company's website with Instagram – a young audience, and 69 % of users who switched to the site of the company from Facebook – an audience older than 35 years. Interestingly, 74 % of visitors to the site are women, which suggests that the model of buying behavior when buying real estate: the initiator of the purchase is a woman; the person making the decision – the man. As part of the SMM-campaign, this hypothesis was confirmed: men react worse to lead generation advertising – calls and applications are expensive, so targeting should be done exclusively on women.

During lead generation different texts were used with 1 idea – invitation to have a look for a flat. However the same posts were transmitted on both sociocultural groups. During analysis the messages were combined according to the values, 5 values were identified. Parents much better reacted on lead generation with text based on: emotions and time saving values; and youth reacted

on posts with text on the basis of harmony (the opportunity to balance everyday life and healthy lifestyle), socialization and eco-friendliness.

Millennials are interested in building social connections with the people around them – social networks, live communication, joint activities. So the promoted post in which was written about making friends in the small city caused a more active reaction among the generation Y, so this post brought 47 leads per month from both channels, whereas parents brought just 7 leads.

Among the older generation there was a high positive reaction to the posts with the idea that it's a pleasure to live in this place and everyone who lives there will be happy. So, among the older generation there were 39 leads per month from both channels, whereas the youth brought just 10 leads.

Should be mentioned the fact that in Instagram 2 post were posted as stories and two as native advertising. From stories of Instagram there were 2 time more leads via Instagram than from their parents.

In general there were 5 creatives, where 2 texts were promo, 3 were news. In this category millennials have shown better reaction on promo post. Generation X vice versa brought 41 leads with news style information, 25 leads with promo style, whereas generation Y brought 50 leads with promo posts and 17 with news posts.

Despite the fact that the main index of effectiveness were leads. Also were measured Yandex.Metrica's data. The percentage of refusals among the selected sociocultural groups was measured. So, the percentage of refusals was 17 % among the young audience and 14 % among the adult – below 20 % is a good indicator. The depth of viewing by selected sociocultural groups 2.6 and 2.9, and the time on the site is on average 2 min and 2.5, respectively. This indicates the high involvement and quality traffic of the right audience. Moreover, 89% of mobile visitors were representatives of Generation Y.

Interestingly, when analyzing visitors to the site according gender characteristic female representatives predominantly moved to the site: 77 % and 23 % respectively. Moreover, the leads of the male audience cost 2 times more

expensive than the leads of the female audience. Thus, a hypothesis was formulated that when conducting an SMM-campaign of real estate, it is necessary to target women.

Next, the SMM-campaign with the «C» trading complex was presented, which provides interior salons, kitchens, furniture and sanitary ware, as well as post-service. Trade complex «C» presents a comprehensive design solution for its customers. There was defined 1 target audience: those who are currently engaged in flat reconstruction. During analyzing this case three sociocultural groups were singled out: generation Y, generation X, generation of baby boomers. The initial data on the brief are presented below, excepting values (see Table 4).

The objective of the SMM-campaign is highlighted as follows: the company needed to increase the brand awareness.

Table 4

Initial data on case № 3

	Generation Y	Generation X	Generation of baby boomers
Target of SMM-campaign	Brand awareness		
Sociocultural groups	Men and women, aged 25 to 34, doing repair at the moment.	Men and women, aged 35 to 54 years, doing repair at the moment.	Men and women, aged 55+, doing repair at the moment.
Channels	Instagram, VKontakte, Facebook, Odnoklassniki		
Device	Desktop, mobile		
Tools	Targeting advertising (banner and native advertising) Lottery (Vkontakte) Paid posting (Vkontakte)		
Message	Freedom Self-expression Economy	Speed and flexibility (Time saving) Individualism	Quality Status
Content format	Graphic images with text Ephemeral content		
Content type	News		

	Selling Educational		
The length of the post in general	Instagram:	Instagram:	Instagram:
	46 characters	46 characters	46 characters
	Vkontakte:	Vkontakte:	Vkontakte:
	87 characters	87 characters	87 characters
	Facebook:	Facebook:	Facebook:
	100 characters	100 characters	100 characters
	Odnoklassniki:	Odnoklassniki:	Odnoklassniki:
	98 characters	96 characters	97 characters

Communication with the target audience was conducted through four main social networks: Facebook, VKontakte, Odnoklassniki and Instagram.

VKontakte paid posting was used among groups with related subjects, in accordance with the characteristics of sociocultural groups.

Competitions were also used to promote a new range of products among those who have already purchased some goods. Example: «Share a photo of your kitchen with us, and we will choose seven winners who will receive excellent prizes!». Also should be mentioned the fact, that in this project, there was a tendency to cross-posting.

From the point of view of the generation theory, it would be more appropriate to adapt the content to the most responsive audience, as in the framework of deeper research by Yandex.Metrica it was revealed that the maximum number of visits to the site of people aged 25 to 34 years was done through VKontakte (45 %) and Instagram (25 %), which indicates that it was more appropriate to place an advertising for Generation Y just in these two channels. Also was noted that the most part of baby boomers generation came from Odnoklassniki.

Moreover, the most part of visitors among generation Y came from mobile advertising (78% of visits) and educational content. There were 3 types of content – news, selling and educational. The most part of visits was done by generation X

on the selling content – 76% of all visits were done by generation X. Generation of baby boomers reacted on the news content – 65% of all visits on 2 banners were done by baby boomers.

The audience of baby boomers generation badly reacted to native advertising. According to Yandex.Metrica just 21% of baby boomers has clicked on the native banner out of all channels: Facebook, Vkontakte, Odnoklassniki. Moreover, this generation responded well to banner advertising, where was noted that the most part of visitors among mentioned generation came from banner advertising. The resembling situation is with generation X. Also, the results of native advertising in Instagram showed that this tool was the most effective for the Y generation. As the data of Yandex.Metrica showed, the number of visits from Instagram creative was 76 % of the total number of transitions.

During SMM-campaign was launched 6 creatives in native advertising in all four social networks, there were 6 different texts and 6 pictures. During analyzing all creatives were divided into 3 groups according messages they implied – time saving, self-expression and status. The reaction of each sociocultural group to the content was different.

Almost 60% of visits was done by the youngest sociocultural group on the message «10 hints on how to make a perfect kitchen» and «Ideas on how to make the bathroom of your dream». There were 150 likes in total for both creatives where 107 likes was done by the youngest generation. Moreover via this creative were done the most part of visits from Instagram and Vkontakte.

Almost 71 % of visits was done by generation X on the topic about fast delivery and individual approach from Facebook, Odnoklassniki and Vkontakte. The most part of visits from baby boomers were done on the creative with guarantee of quality and status.

Almost 65% of visits were done by generation of baby boomers on two banner advertising with messages on the high quality of the furniture and the message «Make possible to have the best».

Good results were also shown by competitive mechanics conducted in the community. As a result of the competition, among the 250 participants, the representatives of the Y generation (more than 50%) turned out to be in a majority. This pattern is explained by the focus of this generation on the economy and the credibility of such tools.

Thus, it can be concluded that in this SMM-campaign, the characteristics of sociocultural groups indirectly influenced at the choice of the tools, channels, devices, type and format of the content and its qualitative aspect.

The following case related to the educational institution «G» (see Table 5).

Table 5

Initial data on case № 4

	Generation Y	Generation X
Target of SMM-campaign	Knowledge growth	
Sociocultural groups	Youth, aged 16 to 22, planning to enter the university	Men and women, between the ages of 35 and 54, parents of incoming children.
Channels	Vkontakte, Instagram, Odnoklassniki	
Device	Desktop, mobile	
Tools	Targeting advertising (Native advertising, banner advertising) Circular promotion	
Message	Public opinion (approval) Socialization	Choice Prestige
Content format	Graphic images with text Ephemeral content (stories and online broadcasting) Video content Polling	
Content type	Communicative Promo Selling	
The length of the post in general	VKontakte: 53 characters Instagram: 53 characters Odnoklassniki: 82	VKontakte: 71 character Instagram: 53 characters Odnoklassniki: 82 characters

	characters	
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There were defined 2 target groups, which correlated with generational aspect, however the difference in tools, channels or other elements were not identified before launch of the SMM-campaign.

Communication with the target audience was conducted through three main social networks: Odnoklassniki, VKontakte and Instagram.

A single goal of the SMM-campaign was singled out: increasing the audience's knowledge of the event.

In view of the active presence of the brand in the social network VKontakte, all of the above tools were used in this social network to a greater extent for both sociocultural groups. Communication through Instagram and Odnoklassniki lined up on a residual principle. So, when working through Odnoklassniki and VKontakte, targeting was built on both sociocultural groups. However, according to Yandex.Metrica it was revealed that visits to the site of the educational institution from the social network Odnoklassniki during the first week of SMM-campaign was in 1,5 times higher than with the social network VKontakte. This suggests that channel Odnoklassniki was underestimated by the SMM-specialist. So, with the increase in the budget for placement through Odnoklassniki, the reach of the SMM-campaign could grow even more.

In general, the percentage of visitors to the site was as follows: 65 % of visitors aged 18 to 24 and 35 % aged 45 to 54 years. Almost the same connection between mobile and display visitors 60% and 40%.

There were launched 1 banner advertising with three different messages in Vkontakte and Odnoklassniki and 3 native banners in all three social networks. However, there were stories in Instagram instead of native banner.

Nevertheless, the features of the advertising message were reflected, which in general could be combined with certain values: public opinion, socialization for future entrants; choice, prestige for the parents of applicants. Thus, posts reflecting the most important values of a sociocultural group collected more visits.

Two types of content were actively used: selling content with text such as «There are 3 days left before the open day» and news with information about institutions, the schedule of open days, information on how to get to the place and etc. Generation X reacted at selling content better the youth – 78% of visitors. However, when analysing the percentage of visits between banner advertising and native advertising with the same message – generation X reacted better at banner advertising. A communicative content included posts that encourages social activity like writing comments, voting and etc. On news content, both audiences reacted actively, however generation X reacted better: 69% on generation X came on university's website from news content. Nevertheless, generations Y reacted much more actively on polling. There were launched 2 quizzes in which the most part of answers (120 answers) were done by generation Y and 7 of unclear profiles out of 176 votes..

Instagram was not conducted on an equal basis with these social networks, but there was a native advertising, as well as online broadcasting. It is interesting that the online broadcast was conducted only through the Instagram, which caused a lot of negative comments that it is not possible to follow the online broadcasting via Vkontakte or Odnoklassniki. There were 6 out of 7 parents' negative comments.

There were launched one video of 43 seconds in Vkontakte native post. The video showed a close-up university, a huge number of students on the Open Day of recent years and the most outstanding events. On the last shot there was university's slogan with approval that person would join that university. This native post collected 357 likes and 18 shares. According to analysis of Yandex.Metrica visitors from this native post it was noted that 72 % of all visitors are representatives of generation Y at the age of 18 to 24 years. Considering the fact that VKontakte has approximately the same number of representatives of the generation Y and generation X, it was concluded that the young audience reacted better to the quality component of the video and the values embedded in it.

As part of the SMM-campaign, there was no fixed correlation between the length of the message and the characteristics of the sociocultural groups.

Further, is considered the SMM-campaign of online bank «D» (see Table 6).

In this SMM-campaign, the brand had one goal per target audience, in which two sociocultural groups were singled out: young people, who acquire their first bank card and adults, who already have one or two cards and need an additional credit card.

In this case, an interesting trend was also highlighted that the younger generation with the same targeting through three social networks reacted more actively to the media advertising of Instagram and VKontakte – 67 % and 86 % respectively, while through Facebook visit of the young audience was only 13 %. In this SMM-campaign was used mobile and desktop placing, where generation Y again reacted much better – 70% of all mobile visits are from generation Y.

Also was noted from the point of view of saving and optimizing the management of the SMM-campaign, it would be more correct to conduct an SMM-campaign only in two social networks when targeting up to 24 years.

Table 6

Initial data on case № 5

	Generation Y	Generation X
Target of SMM-campaign	Brand awareness	
Sociocultural groups	Youth, aged 18 to 24 making out their first bank card	Men and women aged 35 to 54, who need a second card
Channels	VKontakte, Instagram, Facebook	
Device	Desktop, mobile	
Tools	Targeting advertising (native advertising, banner advertising) Lottery Blogging	
Message	Trends Socialization Economy	Remuneration Speed

Content format	Ephemeral content (1 broadcast, 1 story in video format in Instagram) Graphic image with text	
Content type	Entertaining Educational Promo News	
The length of the post in general	VKontakte: 65 characters Instagram: 153 characters Facebook: 100 characters	VKontakte: 87 characters Instagram: 216 characters Facebook: 110 characters

Within the framework of the advertising campaign there was used lottery mechanics. This tool turned out to be the most successful for generation Y. During this competition was given for free a trip, lottery provided subscription to the group and mentioning of 1 friend. SMM-campaign received a huge reach and knowledge growth in 11 days, while SMM-campaign was planned for 30 days. It is interesting that in this mechanics the youngest audience (18–24) most actively participated. So, 67 % of generation Y participated in the lottery with reposts.

The second tool video was used to get reach via a well-known blogger in Yekaterinburg, giving feedback on the services of this bank. This video gathered 7 000 views in 5 days, of which 76 % is an audience of 18 to 24. This format can not be considered successful only for the generation Y, since the blogger is the leader of the opinion for the age niche from 18 to 24. Nevertheless, within the framework this video also combined such values as economy and trends – a popular blogger talked about the features of the cashback system. It is also important to note that the gender ratio is 70 % of the audience is male .

In this project, there was a tendency to cross-posting of the same information in different social networks, and in VKontakte, and in Facebook, as well as in Instagram, the information of the last months is completely duplicated.

It is interesting that the same information was perceived by different generations in different ways. Banner and native advertising is divided according

to the values on which they were based: 8 promoposts were considered in total. So, generation Y reacted on the average three times more on posts with information about the possibility of communicating through the application of the bank, as well as on the additional cashback, whereas generation X reacted on the promo posts with information about the image and individual design (81% of visits).

Promo content was the most attractive for the adult audience. However on 2 posts with jokes reacted young audience – 76% and 68% of users of 18 to 24 years old.

The last case will be a case study of the SMM-campaign of the fitness club «E». Fitness club hold itself out as a place with a full range of health care services from the gym to a therapeutic massage.

The representatives of fitness club have defined the target audience of the centre as quite broad. During analysing of SMM-campaign target audience was divided into several sociocultural groups and has different motives. So, people come to the gym to achieve the following goals: lose weight (self-love / health), for the sake of group programs (socialization), as a hobby (rest), to stay in shape (self-improvement). It is important that in the course of further analysis these causes differed in various ways between different generations (see Table 7).

The aim of the SMM-campaign was the same for all sociocultural groups – engagement in group. The tools used to build communication were almost the same.

Communication with the target audience was conducted through three main social networks: Odnoklassniki, VKontakte and Instagram.

Table 7

Initial data on case № 6

	Generation Y		Generation X		Generation of baby boomers	
	M	W	M	W	M	W
Target of SMM-	Engagement					

campaign						
Sociocultural groups	M, 18-25, who are overweight	W, 18-25, leading a healthy life and watching weight; fans of group programs	M, 25-35, interested in a gym as a hobby	W, 25-35, searching for individual gym instructor	M, 55+, who want to keep themselves in shape at the elder	W, 55+, engaged in sports to improve health; fans of group programs
Channels	Instagram, VKontakte, Odnoklassniki					
Device	Desktop, mobile					
Tools	Content marketing					
Message	Socialization Self-love		Individualism		Health Team-spirit Self-improvement	
Content format	Ephemeral content Graphic images with text Video					
Content type	Promo Entertaining Educational Selling					
The length of the post in general	Instagram: text: 42 characters video: 30 seconds VKontakte: 87 characters Odnoklassniki: 90		Instagram: text: 42 characters video: 30 seconds VKontakte: 87 characters Odnoklassniki: 90		Instagram: text: 42 characters video: 30 seconds VKontakte: 87 characters Odnoklassniki: 90	

In the course of the work, the audience, apart from the age, was divided primarily on the basis of gender.

In this project, there was a tendency to cross-posting – VKontakte, Instagram and Odnoklassniki.

During the SMM-campaign in different communities, different sociocultural groups reacted differently to a single content. In Odnoklassniki, reaction to group programs and revitalizing exercises for women was better, than in Instagram and Vkontakte, moreover it was noted that on the posts with this information mostly reacted old female audience – 47 likes out of 68 likes were done by generation of baby boomers. In Instagram and Vkontake generation Y reacted at stimulating content for active people, as well as photos of employees and participants club in the most attractive perspective (3 posts – on the average 90 likes, 15 comments, 1 share – generation Y; 45 likes, 2 comments, 0 share – generation X).

On the post with information on individual programs generation X reacted much better – 45 likes out of 50 likes, 3 shares, 5 comments.

The connection between the type of content and reactions of sociocultural groups was also visible. Thus, on the selling content mostly positively reacted generation X and baby-boomers – out of 4 selling posts all over all channels there were 116 likes of generation X and 65 of baby boomers out of 198 likes.

In this case, it is important to emphasize that generation X reacted on the selling content, and generation Y on promo and entertaining. The audience reaction also expressed general marked trends in the study: the young audience actively put likes in Instagram and on the same posts in Instagram and VKontakte (there were five posts) the number of likes was very different in quantity and quality. So in Instagram these posts collected an average of 250 likes and 15 comments, whereas in VKontakte on average there were 63 likes on 1 post and 2 comments. This pattern is due to the fact that the VKontakte group was attended by a more mature audience, of which only 27 % was the audience of 18-25.

Also in the course of media advertising, identical creative formats were used for all sociocultural groups, but with different unique trade offer and message in accordance with the values of each generation. In addition, separate short videos with dynamic editing have been made, the most viewed video data was among the younger generation.

In accordance with the data on applications, it can be concluded that the aforementioned SMM-campaign was successfully carried out on such sociocultural groups.

Thus, it can be concluded that in this SMM-campaign, the characteristics of sociocultural groups influenced the choice of the communication channel and the advertising message. It is also important to note that a correctly selected proposal, in accordance with the value characteristics of a particular sociocultural group, ensured a high conversion and success of the SMM-campaign.

Thus, thanks to the conducted research, it can be concluded that the characteristics of sociocultural groups can really affect the company's SMM-model, as well as the success of the built-in communication.

So it was confirmed that the demographic characteristics of sociocultural groups can be of decisive importance when choosing the channel of the SMM-model. Also, thanks to the conducted research, it was revealed that the values of sociocultural groups embedded in the advertising message have a positive effect on the response desired by the target audience.

The relationship between the perception of the content format between generations and partly the type of content was partially revealed. Unfortunately, there was no definite regularity between the length of the message and the characteristics of sociocultural groups, so despite the fact that the length of the message decreases when targeting a particular sociocultural group, no direct relationship was found. In the process of research, some tools were identified that were better perceived by a certain generation, in comparison with another. So, generation X takes banner advertising rather than native, and generation Y on the contrary reacts much more actively to native posts than posts with aggressive selling.

Moreover, the most part of visitors among generation Y came from mobile advertising.

As part of the SMM-campaign, there was no regularity in the choice of message length in the marketing of social media, depending on the sociocultural

characteristics of the audience, but it was noted that the SMM specialist adapted content for various social networks.

Thus, as a result of the study, a matrix of the SMM-model was formed reflecting the influence of the characteristics of sociocultural groups on the formation of the SMM-model (see Table 8).

As a result of the study, it was revealed that it is impossible to prove the hypothesis that the characteristics of sociocultural groups have an influence on the length and volume of the advertising message being sent. This was due to the fact that the causal relationship between the length of the text and the characteristics of sociocultural groups was not revealed.

Nevertheless, the impact of psychological, cultural and demographic characteristics can influence the formation of the SMM-model.

For instance, the connection between model of information perception and format of content may influence on better perception of sociocultural groups. Ephemeral content may be considered as a main example for generation Y. This sociocultural group reacts much better on mentioned type of content.

Demographic characteristics also have an influence when the questions is about type of device – desktop or mobile advertising. For instance, while working with baby boomers generations better use desktop advertising instead of mobile advertising. Vice versa situation with generation Y.

The values inherited in a message may be better admitted if a sociocultural group admires these kinds of values. For instance, such kind of values like time-saving, individualism, competence, emotions (mostly astonishment) are common for generation X.

Moreover, during case-study was revealed the connection between some SMM-tools and the perception of different sociocultural groups based on values and specific streaks. For instance, generation Y positively respond to native advertising, whereas banner advertising this generation mostly ignores.

Revealed conclusions will be tested in the next chapter.

CHAPTER 3. SIMULATION AND APPROBATION OF THE FORMULATED SMM-MODEL

3.1 The method of constructing the SMM-model depending on the characteristics of the sociocultural group

In the process of analyzing scientific sources in the modern model of Internet communication, the following main elements were singled out: communicator (addressee), communicant (addressee) – both participants in the dialogue are both senders and recipients of information, the purpose with which the communicator, channel, instrument, message, code, information environment (which can be a mean) and effect.

Thanks to the expert interview conducted, the relationship between each element and their sequence and influence on the remaining elements was revealed.

So, it was revealed that within the framework of the communication model the company builds its communication with respect to a certain target audience. This communication is built for a specific purpose, which is defined as goal of the SMM-campaign. Thanks to the true goal of the SMM-campaign, it is possible to select a tool box: reach, engagement tools and conversion tools, each of which has a specific set of tools used at the discretion of the SMM specialist. Nevertheless, in the process of research, some instruments were identified that are better perceived by certain sociocultural groups.

To build a more fruitful communication, the target audience is divided into sociocultural groups unlimited in number groups, representing a set of social relations and connections between people and cultural aspects, including social values, norms of behavior. Interaction in this group is carried out by the mass media.

The characteristics of the sociocultural group can influence the choice of the communication channel, as well as the elements of the SMM-model such as the

advertising message, the format and type of content into which the message is encoded.

The success of the SMM-campaign can be tracked through feedback, which the sociocultural group is able to convey – through which it is possible to measure the effectiveness of the conducted communication.

All communication takes place in the information environment – the world information computer environment – the Internet.

Thus, the author's SMM-model was formulated (see Figure 5).

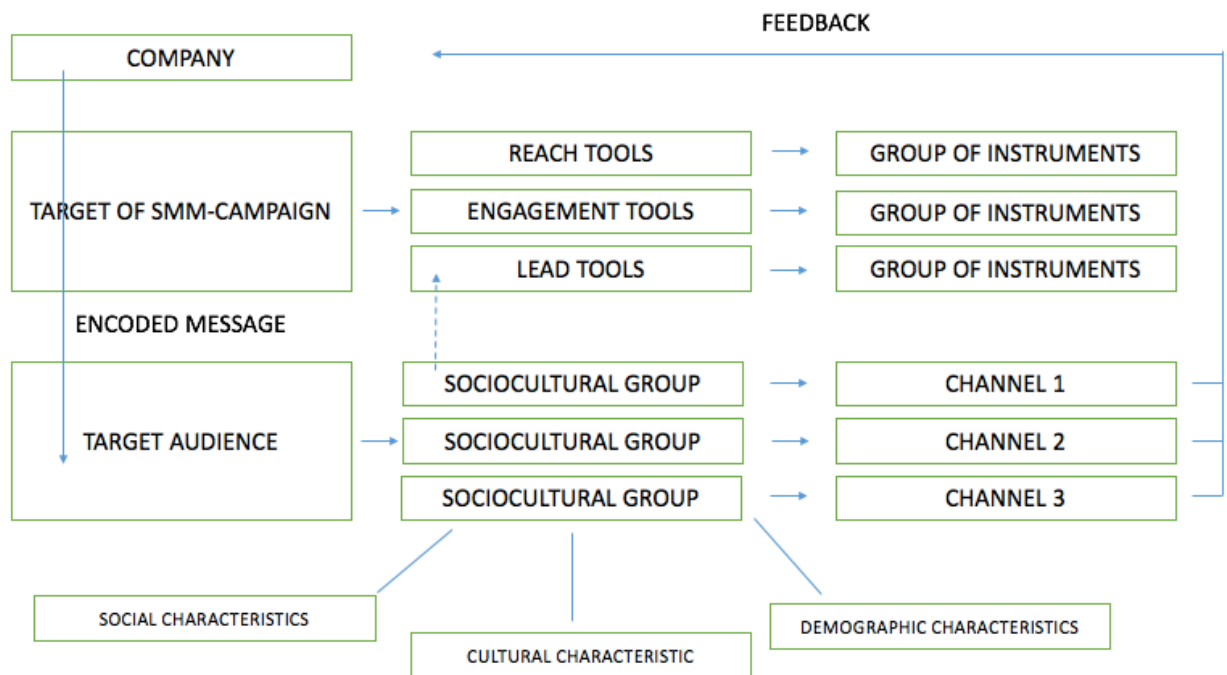


Fig. 5. SMM-model with sociocultural characteristics

To successfully interact with a sociocultural group, there is a need to determine the characteristics of this group. When developing and sending a message, it is necessary to take into account the different features of the target audience (cultural, demographic and psychological). Some components have been identified and confirmed in this study.

Sociocultural group includes psychological characteristics, cultural, demographic characteristics. Thus, it was determined that these characteristics, if properly analyzed, could affect the formation of the SMM-model.

After carrying out the case study, a relationship was made between the way the information was provided by the advertisement and how the sociocultural groups perceived the message.

So, in order to receive a positive response from the necessary sociocultural group, companies need to invest in the promoted content of the values of these sociocultural groups.

When choosing a channel for building communication, it would be more appropriate for brands to be guided by the peculiarities of the internet activity of sociocultural groups. So, it was revealed that when building communication with a younger audience, companies tend to interact through Instagram and VKontakte, while a more adult audience is searched through Facebook and Odnoklassniki.

Taking into account the models of information perception companies can define a more suitable format for providing information for a sociocultural group.

More detailed patterns identified in the analysis of the scientific literature, as well as testing of the acquired knowledge through the case study method, can be seen in Table 8 (see Table 8).

Table 8

Matrix of the influence of characteristics of sociocultural groups on the formation of the SMM-model

	Generation of baby boomers	Generation X		Generation Y	
		45 – 54	35 – 44	25 – 34	25 – 18
Channel	Odnoklassniki	Twitter, Facebook (M), Odnoklassniki (W)	Facebook, Vkontakte, Instagram, Odnoklassniki	VKontakte, Instagram	VKontakte, Instagram
Platform	Desktop	Desktop/ Mobile		Mobile	
Tools with influence of characteristics of sociocultural groups	Banner advertising			Native advertising	

Other tools	In the framework of the study, other SMM tools were not identified as dependent on the characteristics of sociocultural groups.		
Format of content	Video, infographic, graphic format with text	Graphic format with text Video	Ephemeral content, video format, graphic format with text
Type of content	Selling News	News Selling Educational	Communicative Entertaining Educational Promo
The message on which the message should be based	Expert estimates Health and prosperity Status Quality Team-spirit	Emotions Individualism Strong relationship Time Remuneration Right to choose	Economy Equality Freedom Harmony Public opinion Socialization Self-expression Self-love Sustainable socio-economic and environmental development Trends

3.2 Conducting and analysing the SMM-campaign on the basis of the formulated model

Based on the created SMM-model and matrix, an SMM-campaign was conducted for 3 sociocultural groups.

The promotion was the online language courses. As part of the promotion, three sociocultural groups were chosen with whom communication was built:

- generation Y– 18–35, men and women;
- generation X – people from 35 to 54, men and women;
- generation of baby boomers – people, older 55+, men and women.

SMM-campaign was conducted for 10 days. The SMM-campaign included the formation, placement and adaptation of posts in groups of social networks, the conduct of native and banner advertising – selection of targeting, selection of creatives, the formation of text. Running in the group of the social network VKontakte and Instagram of competitive mechanics – Odnoklassniki and Facebook do not assume the necessary mechanics for the competition.

Since the online courses of this brand only appeared on the market, the goal of the SMM-campaign for all sociocultural groups was chosen 1 – brand awareness on the Internet:

- students who need to pull up English for the university;
- students are cosmopolitans, there is no direct goal, but they plan to imitate in the distant future;
- far-sighted students, who want to increase their labour costs in the market;
- students seeking to expand the circle of communication;
- men and women who need a language for work (example, business expansion);
- men and women who want to «understand» others – to watch movies without translation, to communicate without difficulties on vacation;
- men and women who decided to learn English to train memory.

Table 9

Initial data on the project case

	Generation Y	Generation X	Generation of baby boomers
Target of SMM-campaign	Brand awareness		
Sociocultural groups	Men and women between the ages of 18 and 34	Men and women aged 35 to 54 years	Men and women, aged 55+

Channels	VKontakte, Instagram	VKontakte, Facebook	Odnoklassniki
Device	Mobile	Mobile, desktop	Desktop
Tools that depend on characteristics of sociocultural groups	Targeting advertising (Native advertising)	Targeting advertising (Banner advertising)	Targeting advertising (Banner advertising)
Other tools	Lottery Paid posting		
Values in the message	Communication Self-expression	Emotions Remuneration	Health Team-spirit
Content format	Ephemeral content Graphic image and text	Graphical image and text	Graphical image and text Video content
Content type	Communicative Entertaining	News Selling	Selling

First of all, SMM-campaign was carried out in those social networks where there was the greatest probability of finding a dedicated sociocultural group: 18–35 of Instagram, 35–54 of VKontakte and Facebook, 55 and more of Odnoklassniki.

Secondly, during the case study, a couple of instruments were identified that were perceived very differently by sociocultural groups. So, to build awareness among the generation X and the generation of baby boomers, banner advertising was used, among the generation X, native advertising was used among the generation Y.

In total there were 6 creatives with different messages. So the type of content that was most positively perceived by sociocultural groups was used. For example, ephemeral content was used for working with generation Y – stories. To work with the generation X we used standard pictures with text. When trying to win the attention of the baby boomers generation a video content of 1 minute was used.

When building communication with the Y generation, were used communicative and entertaining content, which received a good response from a young audience. So, in the second native banner with targeting the generation of Y as a graphic image was used meme.

Thirdly, advertising messages were selected in accordance with the values of each sociocultural group. So, when working with the Y generation in one of the banners, the text was: «What will push your boundaries? That's right, English». When for generation X the text was a little different: Headline: «Set from the 1 of March». Text: «After 3 months you will speak in brilliant English for only 9,500 per month» – this call reflects the values of generation X – time saving and result. When working with the baby boomers generation, the video used values such as health (improving memory and mental abilities) and team-spirit (learning English in a group).

The conducted SMM-campaign was measured according to the following parameters as visits of Yandex.Metrica, social actions in social networks of selected sociocultural groups (see Table 10).

The total number of social actions and the average score in the ads manager for native posts with targeting. So, in VKontakte's ads manager the native post in the news feed was rated at 8.1 which was targeted on the young audience, which indicates its good evaluation by users. The similar rating on the average got posts that were targeted on generation X – 7.5 ad post rating.

When building communication with each sociocultural group, 2 promotional posts were for generation Y and 2 banners for generation X and baby boomers with 6 different messages were created, which can be analyzed in accordance with appropriate targeting.

Nevertheless, for each generation the dynamics was more than positive (see Table 10). So according to project case it is visible that the selected creatives and advertising message were selected in accordance with the values of each sociocultural group, as the table shows that the posts generated interest and clicks.

Table 10

Data on the effectiveness of the conducted SMM-campaign

	Visits	Visitors	Rejection	Likes (on the average)	Share (on the average)	Ad post rating (on the average)	CTR (on the average)
Native advertising							
Generation Y VKontakte (mobile, 2 creatives)	139	120	15%	89	8	8.1	1.3
Generation Y Instagram (mobile, 2 creatives)	92	92	18%	95	-	The ads manager does not provide data	0,9
Banner advertising							
Generation X Facebook (mobile+desktop, 2 creatives)	131	103	13%	-	-	The ads manager does not provide data	0.7
Generation X VKontakte (mobile+desktop, 2 creatives)	252	209	11%	-	-	-	0.9
Generation of baby boomers Odnoklassniki (desktop, 2 creatives)	76	54	19%	-	-	The ads manager does not provide data	0.8

Also on Yandex.Metrica revealed that each sociocultural group reacted positively to the SMM-campaign, as the percentage of rejection remained within the permissible norm (from 11 to 19 %). In addition, the average time on the site is higher than 30 seconds for generation Y, above 51 seconds for generation X and is 1 minute 10 seconds for age 55+ – this indicates the increased interest of the selected target audience to these services.

In addition, as was emerged later in the chain of associated conversions, some users, in particular from Generations Y, visited the site several times from non-advertised sources (search, direct transitions, etc.). This indicates that the advertising message fell into the insight of the target audience we selected.

In the course of the analysis, data on the coverage of the outposts were also analyzed. Thus, a certain percentage of non-advertised, virality reach (about 3 %) from the general SMM-campaign on social and cultural groups belonging to Generation Y was observed. This indicates that the representatives of this CA not only interacted with the advertising message, but also transmitted their contacts base through the function of «share with a friend». This trend is quite within the values of this generation.

Also, during the SMM-campaign, we saw a response to news posts. In the personal messages of the communities regularly (about 3-4 per week) received clarifying questions from this sociocultural group. The questions mainly concerned the specifics of teaching in the school of this format, as well as the clarifying nature of who will work with them. The last question also fits into the value characteristics of the generation, since it is important for baby boomers to have one teacher throughout the process and they do not like changes.

Thus, considering all the data obtained during the conducted SMM-campaign, we can say that the chosen approach was correct. In addition, we can state that the characteristics of sociocultural groups can and should be used when planning SMM-campaigns.

CONCLUSION

As a result of the work done, the following tasks were accomplished: first of all, the history of the formation of theories related to the formation of the company's communication model in social networks was studied. Based on the analysis, the main elements of the SMM-model were identified and their place in the SMM-model was determined.

Further, an empirical study was conducted, which was implemented through expert interview of SMM-specialists of various organizations, according to which the relationship between the main elements of the SMM-model was determined and the hypothesis that the target audience influences the choice of the purpose of the SMM-campaign was proved false. Moreover, all experts have confirmed the finding of the target audience and the objectives of the SMM-campaign are parallel processes where, after selecting each of these elements, a chain of aligning the dependent elements for the target and the target audience are formed. For example, the purpose of the SMM-campaign determines the set of tools, and the characteristics of the sociocultural groups can affect the choice of a communication channel, an advertising message, a type of content, a format of content and that will be laid in the SMM-campaign.

Based on the results of the study of existing scientific sources and expert interviews, a case study was conducted, on the basis of which the formed matrix of characteristics of sociocultural groups was tested.

As a result of the study, it was revealed that it is impossible to prove the hypothesis that the characteristics of sociocultural groups have an influence on the length and volume of the advertising message being sent. This was due to the fact that the causal relationship between the length of the text and the characteristics of sociocultural groups was not revealed.

Nevertheless, the impact of such characteristics as the model of consumer behavior, Internet activity, the model of information perception, values can influence the formation of the SMM-model.

For instance, the connection between model of information perception and format of content may influence on better perception of sociocultural groups. Ephemeral content may be considered as a main example for generation Y. This sociocultural group reacts much better on mentioned type of content.

The values inherited in a message may be better admitted if a sociocultural group admires these kinds of values. For instance, such kind of values like time-saving, individualism, competence, emotions (mostly astonishment) are common for generation X.

Demographic characteristics also have an influence when the questions is about type of device – desktop or mobile advertising. For instance, while working with baby boomers generations better use desktop advertising instead of mobile advertising. Vice versa situation with generation Y.

Moreover, during case-study was revealed the connection between some SMM-tools and the perception of different sociocultural groups based on values and specific streaks. For instance, generation Y positively respond to native advertising, whereas banner advertising this generation mostly ignores.

To sum up, based on the results of the study, the company's SMM-model was presented, as well as its elements and their dependence, depending on the choice of certain elements.

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APPENDIX A

Internet activity

According to VTsIOM and TNS, Internet activity has features in every generation. In accordance with statistical data, preferences in choosing a social network have age and gender characteristics.

So, according to Table 3, you can analyze the gender ratio among users of social networks in Russia. So, the myth that Facebook is the most muscular social network is dispelled due to analytical data of Brand Analytics—in percentage of female users Facebook is more than male.

Also on the table shows that the only social network with a predominantly male audience is Twitter: 54 % of men and 46 % of women, respectively. The next social network used by men of the Russian Federation is the social network VKontakte and further with a small margin Facebook.

Among the women, the social network Instagram is most popular. Next, female authors actively use social networks Runet: Odnoklassniki and VKontakte, as well as Facebook. It is important to note that the data is provided by unique authors¹ for a certain period, who wrote at least 1 message. So, in Instagram the activity of men is small, since they prefer not to create content, but to watch it, as on Youtube. If we adhere to this hypothesis, Table 11 shows the total share of men and women in the social network Instagram without taking into account their activity, in other social networks, the percentage data are close to those indicated (see Table 11)

¹ Brand Analytics. Система мониторинга социальных медиа и СМИ:

https://branalytics.ru/statistics/author?hub_id=3&date=201804&country_id=20&period_type=month

Table 11

Correlation of authors * in social networks in Russia by sex in April 2018

	M (%)	W(%)
Vkontakte	42	58
Odnoklassniki	31	69
Facebook	41	59
Twitter	54	46
Instagram	22	78

According to Table 12, it can be seen that the gap among users of Instagram that include passive users on the floor is not so great. But the trend persists.

Table 12

The ratio of users in social networks in Russia by sex by April 2018

	M (%)	W(%)
Instagram	43	57

Table 13 shows that the preferences for social networks in each age group are different.

Table 13

The ratio of users of social networks by age
for 2015-2018.

	Z	Y		X		Baby boomers
Social network	12–17 (%)	18–24 (%)	25–34 (%)	35–44 (%)	45–54 (%)	55+ (%)
Vkontakte	16	22	38	14	5	5
Facebook	0	9	37	30	15	9

Odnoklassniki	7	9	27	21	16	21
Twitter	4	19	26	23	19	9
Instagram	7	20	28	28	13	4

If we evaluate data in accordance with generational features, among the generation of baby boomers, the most active authors in Odnoklassniki, 100 % of men and 100 % of women among 55+ and in both audiences are more than 50 % present in Odnoklassniki. The least active authors of the generation of baby boomers is in Instagram and VKontakte.

Generation X is divided into two age categories: 35–44 and 45–54. It can be seen in Table 5 that the activity in the social networks of younger generation is higher than those of 45-54. Also, it is important to note that the younger generation of X is the core of the authors of all the above-mentioned social networks: Facebook 30 %, Instagram 28 %, Twitter 23 % and Odnoklassniki 21 %. Based on this, it can be concluded that when working with an audience aged 35 to 44, there is no need to emphasize the type of social networks depending on age, it is important to take into account the gender of the target audience and the possible sociocultural characteristics, as well as the characteristics of the product.

Generation Y features a maximum presence in all social platforms except Odnoklassniki. If we take into account both age periods together, the generation Y is the undisputed leader in the use and creation of content in the social network VKontakte – 60 %. Also very massively the generation of Y is represented in Instagram, Facebook and Twitter.

The most mature half of the generation Y – from 25 to 34 years is the second part of the core of social network users: VKontakte 38 %, Facebook 37 %, Instagram 28 %, Odnoklassniki 27 % and Twitter 26 %. The younger part of the generation Y actively uses only VKontakte 22 %, Instagram 20 % and Twitter 19 %, much less using Facebook and Odnoklassniki.

Also, data on the ratio of generations to online shopping as a percentage was collected (see Table 14).

Table 14

Shopping preferences

	Generation Y	Generation X	Generation of baby boomers
% of the total number of sociocultural group	53 %	28 %	10 %

More than half of Generation Millennials prefer to make online purchases. There is also a tendency that the younger a person, the more often he makes online purchases – this is due to the increasing pace of life. In accordance with Table 6, we can conclude that e-commerce in social networks is possible when building communication with the Y generation. A feature has also been singled out for using devices for Internet access.

Millennials are more active than other generations of people using phones to enter the social network-at the age of 14 to 24 years – 90 % and at the age of 25 to 34 years–85 % of the entire socio-demographic group, while representatives of the baby boomers generation use the desktop – 61 % and laptops – 49 %. Generation X in this case is considered as a unique layer, since the age range is important: when working with sociocultural groups from 35 to 44 years of communication, it is better to build communication using formats adapted for mobile and desktop versions, while working with sociocultural groups from 45 to 54 years, the emphasis is better to do on desktop devices. Baby boomers most often use computers (see Table 15).

Table 15

Data on the use of gadgets among users of social networks across Russia for 2017

	Generation Y	Generation X	Generation of baby boomers

	14–24 (%)	25–34 (%)	35–44 (%)	45–54 (%)	55+ (%)
Mobile	90	85	70	49	34
Desktop	34	54	62	60	61
Laptop	46	46	52	56	49
Pad	18	28	29	20	15

Thus, we can conclude that the use of different types of gadgets also depends on age and generational criteria.

Thus, we can, based on three main blocks: psychological, demographic and cultural, determine the format of Internet communication with each of the generations. How this can be built in practice can be traced through case studies, by examining the SMM-campaigns conducted.

APPENDIX B

1. What is your communication model, if we are talking about marketing in social networks?
2. Arrange in the order of primary elements of the SMM-model: goal, target audience, sociocultural group, channel, tool, message, code, effect, information environment.
3. How do you determine your target audience?
4. What determines the alignment of communication with the target audience?
5. What basic SMM tools do you use to interact with the target audience?
6. What goals do you want to achieve by entering into communication with users?
List the types of goals.
7. Can the characteristics of the audience (demographic, psychological, cultural) influence at how you will build communication with it?
8. Do you adapt the content to various social platforms and sociocultural groups? If so, what type of content do you consider to be of priority when communicating with the target audience?
9. What are the criteria for assessing the success of your communication model?

APPENDIX C

Protocol of the interview of A. S. Artyushenko, head of the SMM-department of the digital agency DeltaClick

Question 1: Alexander, please tell us what in your understanding is the communication model, if we are talking about marketing in social networks?

A. Artyushenko: In my understanding, this is the interaction aimed at fulfilling the efficiency criteria and the way of building communication with the target audience with the KPIs prescribed.

Question 2: Let's begin, the first two questions will be at once the most difficult and then we will simply communicate with you. I have prepared a creative task: build, please, in order of primary elements of the SMM-model: communicator, goal, target audience, sociocultural group, channel, tool, message, code, effect, information environment. If necessary I have a pen and paper.

A. Artyushenko: Hmm .. In my understanding, there can be two main equivalent elements in the SMM-model, if we omit the description of the product itself – it is a goal and a target audience. So the goal determines the motion vector of the SMM-campaign, but again there can be a vice versa situations, for example, when a client comes and says that he need such a segment. In this case, there are two options, either to work out the communication, or to change the product. I can be responsible for the first item only. However, anyway I would distinguish target as mote important item. If necessary, we divide the target audience into sociocultural groups. In accordance with the characteristics of the audience, we look at the channels of interaction. Tools are determined by purpose. So, depending on the purpose, we choose with what tools to work. Further from the channel there is a message, the code. I forgot to put the company – it is at the very beginning. Well, all this happens on the Internet – the information environment.

Question 3: What determines the alignment of communication with the target

audience?

A. Artyushenko: In my understanding, this is still a goal. The goal that the client (the company, the customer) puts on or if she is ignorant of her specialist strategist.

Question 4: Alexander, how do you define your target audience?

A. Artyushenko: There are two situations—when the client understands his target audience and when not. In any case, we jump from the potential consumers of this or that segment. We get a fairly broad definition. For example, M-F, 25-45. This is very much. We cut the audience into different narrow segments, adding social characteristics. Then we look at the size of this or that segment in social networks, the peculiarities of its behavior. In the end, we allocate 3 segments for ourselves and start working.

Question 5: What are the main SMM tools you use to interact with the target audience? Do they vary depending on any characteristics?

A. Artyushenko: A lot. Starting from media advertising and ending with content marketing. At the heart of always the same logic: the advertising message—a beautiful package—to competently promote.

Question 6: Alexander, share with us, please, what goals do you want to achieve by entering into communication with users? List the types of goals.

A. Artyushenko: the main communication goals: increasing knowledge about the product, increasing loyalty, getting feedback, working out the audience before buying.

Question 7: Can the characteristics of the audience (demographic, social, cultural) influence at how you will build communication with them?

A. Artyushenko: We really take into account certain characteristics, but I can not say that the features of sociocultural can be used as the main lever for building communication. Although I have an example of an SMM-campaign, where for each sociocultural group a separate information message was needed – a message.

Question 8: Good. Alexander, do you adapt the content to various social platforms and sociocultural groups? If so, what type of content do you consider to be of priority when communicating with the target audience?

A. Artyushenko: If you talk about the length or volume of the text, then social platforms have long reduced the possible number of characters to the optimal and there is no need to «reinvent the wheel» ... Although it is true if a certain type of content, for example, – History and translation.

Question 9: What are the criteria for assessing the success of your communication model?

A. Artyushenko: growth of coverage, cpv, cpc, ecpc, growth of the auditor base, growth of mentions on the Internet, growth of ugc, increase of er. A lot of KPI actually.

Thank you for participating in the interview

APPENDIX D

Protocol of the interview of E.K. Plekhanova, the specialist of the Media Center UrFU

Question 1: Elizabeth, please tell us what in your understanding is the communication model, if we are talking about marketing in social networks?

E. Plekhanova: I think that this is a scheme of interaction with target audiences taking into account their characteristics, as well as what we are promoting.

Question 2: Let's begin, the first two questions will be at once the most difficult and then we will simply communicate with you. For you, a creative task: build, please, in order of primary elements of the SMM-model: communicator, goal, target audience, sociocultural group, channel, tool, message, code, effect, information environment. If necessary I have a pen and paper.

E. Plekhanova: Yes, yes, it will be easier if I draw. In my understanding, the first element is the communicator, and then its purpose within the framework of the SMM-campaign and after it target audience. The target audience together with the goal determine the channels, tools, message and its coding. However, target is primary. And all this picture is determined by information environment – the Internet.

Question 3: From my point of view, it really depends on the characteristics of the target audience and the goals of the promoted product.

Question 4: And how do you determine your target audience?

E. Plekhanova: On request of services and the initial scheme of university audiences (Unfortunately, I did not participate in its development). This is not only students, but also entrants, their parents and teachers, maybe business partners, graduates, teachers and employees.

Question 5: Ok, thanks. What are the main SMM tools you use to interact with the target audience? Do they vary depending on any characteristics?

E. Plekhanova: Well....Let's say all the tools social networking platforms like

Facebook, Twitter, Instagram, VKontakte, robots in Telegram.

Question 6: Elizabeth, could you, please tell me, please, what goals do you want to achieve by entering into communication with users? List the types of goals.

E. Plekhanova: There are a lot. I would define the following – involvement of readers in the university subjects; notifying the audience about the opportunities available at the university; presenting the university and its brand as a friendly platform to develop yourself.

Question 7: Can the characteristics of the audience (demographic, social, cultural) influence at how you will build communication with them?

E. Plekhanova: Well, I can say that it is quite difficult to get attention of students and to urge them to read long texts, so the young audience does not take long texts and online newspapers. That is why now we post pieces of articles as separate posts. However, I am not sure that it is about cultural, more I would say about social.

Question 8: Good. Thanks for your answer. And do you adapt the content to various social platforms and sociocultural groups? If so, what type of content do you consider to be of priority when communicating with the target audience?

E. Plekhanova: I think, yes, we do. Well, for example we do pay extra attention on Odnoklassniki group, where the most part of followers are parents of prospective students or current students. So, we use less entertaining, but more promo content, news and so on. If we speak about sociocultural groups, text has to be squeezed several times and reinforced relevant visuals – pictures, infographics, even better video.

Question 9: What are the criteria for assessing the success of your communication model?

E. Plekhanova: reach, engaging the audience in the content, registrations or even full-time attendance of the event, if we talk about the promotion of a specific event. The last one is offline way of measuring.

Thank you for participating in the interview!

APPENDIX E

Protocol of the interview of V. Tashchilin, head of the communications department of the Student Union

Question 1: Vyacheslav, please tell us what in your understanding is the communication model, if we are talking about marketing in social networks?

V. Tashchilin: I think that the main idea of it is a scheme with surrounding of information about the utility and need of the user's product. Regular unobtrusive influence on the user that the product is needed, useful and used by all. I'm used to buying it everywhere.

Question 2: Let's begin, the first two questions will be at once the most difficult and then we will simply communicate with you. For you, a creative task: please, in order of priority, build the elements of the SMM-model: goal, target audience, sociocultural group, channel, tool, message, code, effect, information environment. If necessary I have a pen and paper.

V. Tashchilin: It is difficult, but I will do my best. The primary element of the SMM-model I would identify as information environment, then the company. – From element «company» I think I draw two identical lines to the goal of the SMM-campaign and the target audience. From the target audience the line is directed to sociocultural groups and further to communication channels. And from the goal of the SMM-campaign to communication tools. Further after the communication tools: contact, code, message. From the sociocultural group I draw a line to a company with the effect. I think I am done.

Question 3: Ok, thank you so much. What determines the alignment of communication with the target audience?

V. Tashchilin: Well, I think from the product. Or from the company in your situation. In my understanding, target audience also define communication. How the consumer lives, what networks he or she uses, values, needs.

Question 4: And how do you define your target audience?

V. Tashchilin: Non-initiative group of young people who seek to find a place in life, be necessary and a bit greedy, eager to earn. Sometimes I think that also there are people who like free stuff.

Question 5: What are the main SMM tools you use to interact with the target audience? Do they vary depending on any characteristics?

V. Tashchilin: Repeating of information through universitarian and institutional channels. And also more personal through the defenders of the brand.

Question 6: Vyacheslav, tell me, please, what goals do you want to achieve by entering into communication with users? List the types of goals.

V. Tashchilin: Informational (to inform the user about the company's work), selling (to sell the product), motivational (go and study).

Question 7: Can the characteristics of the audience (demographic, social, cultural) influence at how you will build communication with them?

V. Tashchilin: I think, yes. For instance, when we work with foreign and local student we use different channel, tools and even creative. However, it is wuite difficult to explain in two words.

Question 8: Good. Could you please tell me, do you adapt the content to various social platforms and sociocultural groups? If so, what type of content do you consider to be of priority when communicating with the target audience?

V. Tashchilin: I would say that we do adapt to social platforms. It is more about content. Due to the formation of «clip-on thinking» among the young audience, the text has to be squeezed several times and reinforced relevant visuals – pictures, infographics, even better video.

Question 9: What are the criteria for assessing the success of your communication model?

V. Tashchilin: reach and views. We don't use conversional instruments cause it is not free.

Thank you for participating in the interview!